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THE NATIONAL NEWSPAPER OF MARKETING

'Sponsor' Calls AA 'Unfair' in $4,500,000 Suit

Treble Damages Sought for 'Malicious' Sales Effort Based on Study

NEW YORK, May 12—Sponsor Publications Inc., publisher of *Sponsor Magazine*, yesterday filed a suit against Advertising Publications Inc., publisher of ADVERTISING AGE, in federal district court for the southern district of New York.

The suit alleges unfair competition in trade and asks damages of $4,500,000, asserting that the plaintiff has sustained actual damages "of not less than $1,500,000" and is entitled to triple damages "by reason of the wilful and malicious nature of said unfair competition."

The action is based on a study of the readership of business publications, including the advertising and broadcasting publications, made early last year by Crossley S-D Surveys Inc. and sponsored by ADVERTISING AGE and *Sales Management*. Neither *Sales Management* nor Crossley S-D Surveys apparently is included in the action, which is directed solely against Advertising Publications Inc.

■ The *Sponsor* suit, filed by the law firm of Greene, Peneles, Callmann & Durr, takes exception to the findings of the study and to a sound-slide presentation and a printed brochure incorporating the findings and conclusions, and makes two primary contentions:

1. ". . . The persons to whom said questionnaire had been mailed . . . were, in the vast preponderance, individuals not significantly involved in broadcast time buying decisions . . . and said survey report allegedly based thereon would not and could not accurately, honestly and fairly reveal the trade paper reading preferences of people involved in broadcast time buying decisions."

This contention that those ques-

(Continued on Page 121)

IKE LIKES—*To lead off its institutional campaign in behalf of magazines, the magazine industry will use color spreads with testimonials from "leading citizens," like this one with President Dwight D. Eisenhower (story on Page 6).*

DMAA Errs on Sag in Mail, Says P.O. Study

McKinsey Report Says Advertisers, Publishers Can Stand Another Hike

WASHINGTON, May 12—McKinsey & Co.'s "impact study" of postal rate increases provided a fresh talking point as the administration mounted a last-minute drive this week to sell the expiring Congress on a $554,000,000 rate increase.

The McKinsey study, which cost the government $137,000, says estimates by Direct Mail Advertising Assn. which show a slump in the volume of direct mail advertising in 1959 "seem contrary to the logic of the economic situation."

Elsewhere in the report the management consulting company assures Postmaster General Arthur Summerfield that postal rates represent such a small cost item for most businesses, including publishing and direct mail advertising, that additional increases can be absorbed with "little difficulty."

The report argues that first class mail represents only 0.1% to 0.2% of the operating cost of most businesses; that publishers, which have absorbed stiff increases in major items like wages and paper, can pass on more postage hikes; and that cheap postage is not the factor that induces advertisers to use—or abandon—direct mail.

■ The department's chief hope, in pressing for rate increases at this time, is that Congress will find a way to hook rate increases onto the 9% government pay raise bill already cleared by the post office and civil service committee. Since the bill involves an increase of $285,000,000 in postal salaries, congressmen are on notice that they court a veto unless they also provide some revenues to offset the wage increase and to reduce the Post Office Department's prospective $600,000,000 deficit for fiscal 1961.

Mr. Summerfield and the Assistant Postmaster General Gil-

(Continued on Page 12)

Suit Gives AA Chance to Prove Study's Merit: Crain

CHICAGO, May 12—"Insofar as it is possible to welcome any legal action, we welcome the suit by *Sponsor*," G. D. Crain Jr., publisher of ADVERTISING AGE and president of Advertising Publications Inc., said today. "It should give us an unusual opportunity to prove the merit of our study in a court of law.

"The study to which *Sponsor* takes exception," Mr. Crain said, "is undoubtedly one of the most meticulous readership studies ever made, and its presentation of the results is completely fair, honest and above-board. In effect, the study in question might be described as a cooperative research and fact-finding operation in which two advertising and marketing journals joined, and which was made possible by the cooperation of 13 leading organizations in the broadcast field. These broadcast organizations furnished the lists which were circularized in making the study now attacked by the *Sponsor* suit.

■ "It is true that the findings of this mammoth survey—the largest

(Continued on Page 121)

Magazines' Ad Volume Is Up 15% in First '60 Quarter, McCabe Tells MPA

Dillon Divides Research Into Spec vs. 'Hooray for Our Side' Numbers

WHITE SULPHUR SPRINGS, W. VA., May 10—The Magazine Publishers Assn. wound up its 41st spring meeting here today on a note of optimism engendered by rising advertising volume and an indication that magazine profits are beginning at long last to turn upward.

In a meeting marked by attention to national and international issues, the publishers heard, from Gibson McCabe, chairman of the Magazine Advertising Bureau and publisher of *Newsweek*, that magazine advertising volume in the first quarter of 1960 was up 15% over 1959. He noted that in 1958 15 publishers were contributing to MAB and that this number has nearly doubled—to 28. In 1959, magazines reversed a trend and improved their share of the national ad dollar, he said.

■ Edward Miller, publisher of *Mc-*

(Continued on Page 122)

Spector Reappears as 'Interim' Agency for Hazel Bishop

NEW YORK, May 13—The here-again-gone-again Raymond Spector Co. is back in business, this time as "interim" agency for Hazel Bishop Inc., until the company finds a successor to Donahue & Coe.

Raymond Spector said today that his agency "never was dissolved" after the appointment of Donahue & Coe in January, and had continued to do some sales

(Continued on Page 121)

Sherwin-Williams Account Moves to Griswold Agency

Account, Formerly at F&S&R, Bills $1,500,000 Plus Share of Collateral

CLEVELAND, May 12—Sherwin-Williams Co., paint and chemical manufacturer, this week moved its $1,500,000 advertising account from Fuller & Smith & Ross to Griswold-Eshleman Co., effective Sept. 8. ADVERTISING AGE reported exclusively two weeks ago that the company was talking to other agencies (AA, May 2).

Carl F. Toll, general manager of advertising and publicity for Sherwin-Williams, which claims to be the world's largest paint manufacturer and marketer, said the agency change "is an initial step toward implementing new marketing plans." He added that F&S&R had rendered highly commendable service to his company.

A major portion of the company's $1,500,000 media budget this year is earmarked for newspapers and magazines. In addition to space, Sherwin-Williams spends an estimated $2,500,000 yearly for collateral materials, some of which will be prepared by its agency.

■ In addition to consumer prod-

Proposals for Methods of Improving Business Paper Research Told to ABP

Group Also Hears Waddell Urge Higher Pay for Agencies

HOT SPRINGS, VA., May 10—Media research and plans to improve its reliability, accuracy and believability played a large part in discussion at the 54th annual spring conference of Associated Business Publications, which closed a four-day session here today.

Incoming chairman William D. Littleford, of *Billboard* (*see story on Page 124*), emphasized in his initial message to the membership that improvement of media research would be one of the principal goals of his administration. Earlier, the association's publishing management committee, under the chairmanship of Angelo Venezian, of McGraw-Hill Publishing Co., had submitted detailed preliminary proposals for improving the effectiveness of publishers' research.

In general, ABP members indicated that they expect 1960 to be an excellent year, somewhat ahead of 1959; that the long-term outlook for the business press is better than average, and that cost and other problems will continue

(Continued on Page 129)

Last Minute News Flashes

Hudson's Bay Liquors Seen Going to Leber & Katz

WINNIPEG, May 13—Hudson's Bay Co. is expected to announce next week that it will switch its alcoholic beverage advertising account from its Canadian agency, Cockfield, Brown & Co. here, to Leber & Katz, New York. Hudson's Bay markets a line of scotches, rums and gins, including Best Procurable and Hudson's Bay scotch whiskies. Billings are estimated at about $350,000.

Stephenson Succeeds Fitzgerald on Fant Milling

SHERMAN, TEX., May 13—Fant Milling Co., manufacturer of Gladiola flour, powders, mixes and other products, has named Clay Stephenson & Associates, Houston, as its agency, succeeding Fitzgerald Advertising Agency, New Orleans, effective May 31. The company reportedly spends about $500,000 annually for advertising.

Kemper Insurance Holds Talks with Six Agencies

CHICAGO, May 13—Kemper Insurance Group is reviewing its advertising program and is talking to about six agencies in addition to its present agency, John W. Shaw Advertising. Kemper currently bills about $1,000,000.

Niagara Therapy to Shift to Meldrum from Mallis

ADAMSVILLE, PA., May 13—Niagara Therapy Corp., manufacturer of Cyclo-Massage health appliances, has appointed Meldrum & Fewsmith, Cleveland, to handle its advertising, effective May 30. The company reports that the account billed more than $1,000,000 last year, primarily in tv participations. George L. Mallis Co., Philadelphia, is the present agency.

(Additional News Flashes on Page 121)

ucts, Sherwin-Williams is a leading producer of industrial coatings, automotive finishes, industrial maintenance and product finishes, chemicals, insecticides, brushes and paint rollers.

The agency switch does not affect four of six subsidiaries which have their own agencies. They include Acme Quality Paints Inc., Detroit (Brooke, Smith, French & Dorrance, Detroit); Martin-Senour Co., Chicago (MacFarland, Aveyard & Co., Chicago); Lowe Brothers Co., Dayton (Kircher, Helton & Collett, Dayton), and John Lucas & Co., Philadelphia (Seberhagen-Nevin-Gruver, Philadelphia).

There was some speculation as to whether the acquisition of Sherwin-Williams would make Griswold-Eshleman the largest Cleveland agency, ahead of Meldrum & Fewsmith. Griswold-Eshleman billed $11,200,000 in 1959; Meldrum & Fewsmith had billings of $13,105,000 last year. #

Dow to Issue Brand Names Cookbook

MIDLAND, MICH., May 12—Dow Chemical Co. is planning a "Brand Names Cookbook" featuring its Saran Wrap and the products of 80 food companies. It will be sold in supermarkets for $1.

Publication date is planned for the spring of 1961 during Brand Names Week. A hard cover pocket-size book, it will have 400 pages of recipes, specifying brand names, contributed by the companies. No competitive brands will be used.

■ Advertising in the supermarket publications is planned along with store displays. MacManus, John & Adams will handle. Contributing manufacturers will be invited to plan promotion programs around the book and to use excerpts and the book itself for advertising tie-ins.

Endorsed by the Brand Names Foundation, the book will be edited by Marguerite English, food writer. It will feature 60 pages of color photography, a menu-planning section based on the recipes, and suggestions on service, decoration and styling. A distribution of 100,000 is expected. #

Mitchell Rejoins D-F-S as Account Executive; Steinhoff Successor

NEW YORK, May 11—Frederick A. Mitchell, formerly head of the New York office of Needham, Louis & Brorby, has rejoined Dancer-Fitzgerald-Sample as an account executive. His previous position with D-F-S was research department head in Chicago.

Mr. Mitchell joined NL&B in 1949 as an account executive and in 1953 was appointed a vp. In 1954, he was named head of the New York office.

Succeeding Mr. Mitchell as vp and director of Needham's New York office is Robert Steinhoff. Mr. Steinhoff was formerly account supervisor in the Chicago office of NL&B. #

Sleeper Joins Friedlich

Kenneth Sleeper, formerly with the Frank Vos agency, has joined Bruce Friedlich & Co., New York, as account executive and senior copywriter.

Otter Joins De Garmo

Robert Otter, formerly executive art director with Doner & Peck, has joined De Garmo, New York, in the same position.

rinse out dandruff!
rinse in beauty!
new WonderRinse by Helene Curtis
for absolute control of dandruff!
good for all types of hair (even dry, tinted, bleached) ...conditions like the finest creme rinse
Wonder Rinse
DANDRUFF
Helene Curtis
WonderRinse

TESTING—*Helene Curtis Industries, Chicago, is test marketing its new Wonder Rinse in New Haven, Providence and other New England areas with this half-page b&w newspaper ad. Edward H. Weiss is the agency.*

Lennox Account Shifts to Biddle From Peitscher

Biddle Previously Had Dealer Portion; Total Account Bills $1,000,000

MARSHALLTOWN, IA., May 12—Lennox Industries Inc., manufacturer of gas, oil and coal heating systems and air conditioning units, consolidated its advertising into one agency today when it moved its consumer advertising from Peitscher, Janda Associates, Chicago, to Biddle Co., Bloomington, Ill.

Roger Lakey, who was named Lennox director of marketing services last week (AA, May 9), told ADVERTISING AGE that the company's consumer ad portion bills about $750,000. The entire Lennox account reportedly bills in excess of $1,000,000.

Biddle has handled all dealer advertising and sales promotion for the company for the past six years. The consumer ads had been handled until last August by Fulton, Morrissey Co., which lost Lennox when Robert C. Peitscher left the agency to open Peitscher, Janda Associates.

■ Mr. Lakey said the Lennox management desired to integrate all of the company's advertising into one agency in order to benefit from economies resulting from a single agency setup. Biddle's integrated marketing and advertising presentation was cited as the basis for the final decision.

Biddle's presentation was handled by Everett Biddle, president, and Don Carter, senior vp and account supervisor. The switch becomes effective July 15. The snaring of the entire Lennox account will raise Biddle's 1960 billings to more than $12,000,000, the agency said.

■ Loss of the Lennox account represents a staggering blow for Peitscher, Janda, which went into business only late last year (AA, Dec. 7, '59). Lennox was regarded as the agency's keystone, although it has a number of smaller accounts.

Mr. Peitscher told AA that the Lennox business represented about 25% to 33% of his agency's total billings. "We are operating in the black, we have other clients and we will continue to stay in business," he said. "We are hopeful of the future." #

Cleveland Radio Outlets Won't Take Competitor's Ads

CLEVELAND, May 11—Radio is quite willing to accept advertising from such competitors as newspapers, magazines, movies, horse racing and television, but not—in Cleveland, at least—from other radio stations.

This is the complaint of John J. (Chick) Kelly, director of advertising and promotion for Storer Broadcasting Co., who said WJW has found that "it's next to impossible for a radio station to buy radio program time in Cleveland."

■ He said WJW tried, "in good faith," to buy time for a "15-minute profile for its new beautiful music radio format, which started May 2."

This was how Storer executives summarized the reaction to their offer:

WHK said it no longer accepted quarter-hour programs, but offered to take minutes. WJW felt it couldn't "profile" its format in a minute.

WERE flatly rejected the offer. KYW and WGAR deliberated a while, and then turned down the business.

■ Said Mr. Kelly: "I see no reason to be so kittenish about accepting radio. Certainly the public knows there are other stations in town. . . Newspapers carry advertising about other newspapers. Magazines advertise in other magazines. Why not radio using other radio?"

As for WJW, it would be glad to have business from other Cleveland stations—as long as the copy met the WJW standards of acceptance, he said. #

GM Names Feely, Averill

General Motors Corp., Detroit, has promoted Emmett P. Feely to sales manager of its Oldsmobile division, Lansing, Mich., succeeding S. F. Mehring, who has been granted a disability leave. Mr. Feely was formerly executive assistant sales manager of the Chevrolet division in Detroit. He will be succeeded by Lawrence H. Averill, formerly assistant general sales manager of Chevrolet for the eastern half of the U.S.

Y&R, JWT Were Top Magazine, TV Users in '59

NEW YORK, May 12—Young & Rubicam and J. Walter Thompson Co. finished one-two in 1959 investments in magazines and network tv. Y&R's total was $110,486,627 and JWT's figure was $104,868,763.

The figures, compiled by Publishers Information Bureau, showed Y&R in the top magazines-buying spot with $64,731,711 and Ted Bates & Co. the leading agency in network purchases with $63,625,739.

Here are the agency billings for the top seven agencies in both media, and combined totals, for 1959:

Magazines

Young & Rubicam	$ 64,731,711
J. Walter Thompson Co.	52,563,558
Batten, Barton, Durstine & Osborn	50,743,913
McCann-Erickson	41,932,107
Leo Burnett Co.	26,590,637
Kenyon & Eckhardt	14,352,585
Ted Bates & Co.	7,275,634

Network TV

Ted Bates & Co.	$ 63,625,739
J. Walter Thompson Co.	52,305,205
Young & Rubicam	45,754,916
Batten, Barton, Durstine & Osborn	31,760,623
McCann-Erickson	28,614,018
Leo Burnett Co.	24,358,864
Kenyon & Eckhardt	12,948,523

Total Network & Magazine

Young & Rubicam	$110,486,627
J. Walter Thompson Co.	104,868,763
Batten, Barton, Durstine & Osborn	82,504,536
Ted Bates & Co.	70,901,373
McCann-Erickson	70,546,125
Leo Burnett Co.	50,949,501
Kenyon & Eckhardt	27,301,108

Incress Line to Ellington

Incress Line advertising in the U. S., Canada and South America has been transferred to Ellington & Co., New York. The account has been split between Kelly, Nason, which handled the S. S. Nassau, and will continue to do so until about Sept. 1, and Cohen, Dowd & Aleshire, which had the new M. S. Victoria cruise ship. The latter account switch is effective immediately. The entire account is reported to bill about $350,000.

KVPD Names Carpenter a VP

Klau-Van Pietersom-Dunlap, Milwaukee, has named William M. Carpenter a vp and account group manager of the public relations department. He has been with KVPD since 1958.

Highlights of This Week's Issue

Testimonials by President Dwight D. Eisenhower and Admiral Chester W. Nimitz launch an institutional campaign to boost magazines ..... **Page 6**

Five companies share equal honors in John Blair & Co.'s sixth semi-annual contest for outstanding radio commercials ..... **Page 8**

Hotel Sahara calls Life's refusal to run its ad offering jobs to chorus girls ridiculous ..... **Page 22**

Richard H. Baxter, research director of Cunningham & Walsh, outlines the "seven cardinal sins of research" ..... **Page 27**

Robert C. Dawson, advertising director of Neiman-Marcus, says direct mail was an appreciable help in building the store's volume to $41,000,000 a year ..... **Page 29**

Federal Trade Commission charges that R. H. Macy & Co. pressured suppliers into contributing more than $500,000 toward the 1958 centennial of its New York division ..... **Page 30**

Lloyd V. Young, president of the international division of Chesebrough-Pond's Inc., is elected chairman of the board of directors, succeeding Arthur B. Richardson, who has retired ..... **Page 34**

Penton Publishing Co. announces nine executive promotions in its business and editorial operations ..... **Page 38**

David W. Hearst, publisher of the Los Angeles Herald-Express, is named a vp and director of Hearst Corp. ..... **Page 40**

American Distilling Co. launches its 1960 campaign for Bourbon Supreme in Newsweek and Sports Illustrated ..... **Page 41**

R. W. Southam, publisher of the Ottawa Citizen, is elected president of the Canadian Daily Newspaper Publishers Assn. ..... **Page 42**

Michael R. Santangelo, public relations director of Westinghouse Broadcasting Co., suggests that researchers set up a code to guide the use of their findings and get themselves a press agent ..... **Page 44**

Dell Publishing Co. appoints William F. Callahan Jr. to the new post of exec vp and chief operating officer of Dell and its subsidiaries, Dell Distributing and Dell International ..... **Page 46**

Super Market Merchandising study shows that U. S. supermarkets hiked sales 13.2% to a record $32 billion in 1959 ..... **Page 51**

National Assn. of Insurance Agents will invest an estimated $1,285,000 in advertising in 1961, a 10% increase over the 1960 budget ..... **Page 52**

Gillette Industries Ltd. plans to spend more than $800,000 to introduce a new one-piece razor set and new blade on the British market ..... **Page 55**

Washington State Apple Commission will shift its emphasis from consumer advertising to merchandising and field work ..... **Page 58**

Frederick W. Ford, chairman of the Federal Communications Commission, hints that FCC is planning the establishment of a consumer advisory panel for the commission to aid in its function of regulating commercial broadcasting ..... **Page 60**

Los Angeles area market operators present their own coupon handling program to the Grocery Manufacturers of America ..... **Page 62**

Waters Conley Co. plans the largest campaign in its 61-year history for its Phonola stereophonic phonographs this fall ..... **Page 64**

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Net Radio's Top Advertisers ..... **Page 68**
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New way to finance an education for your college-age son or daughter
Send for this FREE 20-page book telling how you can finance an education now as you would a car or home

SCHOOL COSTS—*This page ad will appear in the May 21 issue of The Saturday Evening Post to promote Education Funds Inc., a new subsidiary of Household Finance Corp. Needham, Louis & Brorby is the agency.*

'Yankee Imperialism'

BBDO Succeeds K&E on Pepsi Canada Account

$1,500,000 Addition Brings BBDO Canada Billings to $5,500,000

MONTREAL, May 12—Pepsi Cola Co. of Canada yesterday awarded its $1,500,000 advertising account to Batten, Barton, Durstine & Osborn.

Decision on where to lodge the account, which had become a *cause celebre* both here and in the U.S. in the past month, was made at a reportedly "hot" meeting in New York yesterday afternoon.

The new association between Canadian Pepsi and BBDO has been called everything from a "shot-gun marriage" to "an example of Yankee imperialism."

In actual fact, authoritative trade circles point out, it is the logical ending to a disturbing two months for Canadian Pepsi.

■ It is generally known that the company was more satisfied with the Canadian operations of Kenyon & Eckhardt and fired the agency only because it was told to do so by its parent, which moved from K&E to BBDO early last month (AA, April 11).

But when Canadian Pepsi was told to engage BBDO, following the lead of its parent organization, officials here struck out for a measure of independence.

Canadian Pepsi apparently was prepared to consider BBDO for the account but was by no means convinced it was the right shop to do the job.

As a result, the company sent out questionnaires to seven Canadian agencies and asked them to make presentations for the account along with BBDO.

Among the Canadian agencies involved was Cockfield, Brown & Co., which at one time had the Canadian Pepsi account and which, according to informed sources, was a heavy favorite with Canadian Pepsi officials.

Nevertheless, the seven Canadian agencies went by the boards in the final analysis in New York yesterday and BBDO, whose Canadian headquarters are in Toronto, was awarded the account.

■ Questioned by ADVERTISING AGE about the decision, a number of leading advertising executives said they were sorry to see the account go to a U.S. shop, but at the same time pointed out that it could not end up in better hands.

The account pushes BBDO's Canadian billings to an estimated $5,500,000 million annually.

It also gives BBDO of Canada one of the biggest four-week billings increases in Canadian advertising history.

Until a month ago, the agency was ambling along with steady annual billings of about $2,000,000.

Then Chrysler Corp. of Canada pulled its big switch and hauled the advertising accounts of Dodge, De Soto and Dodge trucks out of Grant Advertising and gave them to BBDO, pumping the agency's billings from $2,000,000 to $4,000,000 a year (AA, April 25).

Thus with the addition of the Chrysler and Pepsi business BBDO has nearly tripled its Canadian billings the past four weeks and, according to Michael Hicks, vp and managing director of the agency in Canada, "We've got a lot more business coming up."

■ It is understood that one of the reasons Canadian Pepsi was reluctant to give BBDO the account was that the agency only recently opened an office in Montreal and that until now it has been virtually nothing but a service operation. Acquisition of the Montreal-based Pepsi account will see BBDO expand substantially its operations here.

The official statement issued by Canadian Pepsi said in part:

"After serious consideration and continuing discussions both here and in New York, during which the merits of the seven Canadian agencies and BBDO were weighed carefully, the decision to employ the services of BBDO in Canada was unanimous. Canadian and U.S. officials were most impressed by the services offered by the Canadian agencies but in the final analysis it was decided late yesterday that BBDO offered Pepsi-Cola the closest thing to a world agency. To make this type of international representation possible it was then decided to turn the Canadian account over to BBDO as has been done in the U.S. as well as for Pepsi International. #

AMERICANA—*Northam Warren Corp. will run this color spread or single-page and gatefold versions of it in nine magazines during the summer.*

Northam Warren to Use Summer Drive for Cutex

STAMFORD, May 10—Northam Warren Corp. has scheduled its biggest Cutex color promotion for summer. Nine magazines plus spot and network tv will be used.

The campaign will introduce two colors, Fashion Coral and Fashion Orchid. The two colors will be featured in the ads in dresses designed especially for Cutex by California designer Paul Whitney and New York designer Sarmi. The ad theme will be "Colors Americana for Fashions Americana."

The magazine push will consist of spreads, single pages and a gatefold running during June and July in *Glamour, Good Housekeeping, Ladies' Home Journal, Modern Romances, Modern Screen, Photoplay, Seventeen, True Story* and *Vogue*. On tv, it will be the "American Bandstand" (ABC-TV) plus tv spots in 25 markets on ABC-TV, CBS-TV and NBC-TV.

■ Point of sale pieces will include a counter display picturing the ad, a streamer and an easel card. To perk up dealer interest, the company is also running a "Name the shade" contest. To enter, the retailer submits a new name for a future color promotion, along with a photo of the Colors Americana displays in his store. Grand prize is a $100 suit with $900 cash in the pocket, or $1,000 in cash.

Doherty, Clifford, Steers & Shenfield, New York, is the agency. #

Accounts Following Stiefel from Hartman to Charles W. Hoyt

NEW YORK, May 11—The expected shift of accounts from L. H. Hartman Co. to Charles W. Hoyt Co. as a result of a similar move by Herbert J. Stiefel is now in progress.

So far Vita Food Products, General Preserve Co. and Claridge Food Co. have moved. Additional announcements are expected from P. J. Ritter Co., Wagner Baking Corp., Knickerbocker Mills, Merkel Inc., Weston Biscuit Co. and Trade Winds Corp. The Hartman agency said these are "definitely" leaving. Mr. Stiefel handled another account, Coldwater Seafood Corp., which also is likely to move.

Last month Mr. Stiefel went to Hoyt as vp and account supervisor, along with two associates, after two years as exec vp at Hartman (AA, April 18).

■ The Hoyt agency picked up another account this week—Sheffield watches, previously at North Advertising. #

Delco Appliance Moves from Wolff to D. P. Brother & Co.

Delco appliance division of General Motors, Rochester, N. Y., has appointed D. P. Brother & Co., Detroit, to handle its advertising. The account was formerly handled by Wolff Associates, Rochester.

With the addition of Delco, manufacturer of residential heaters and air conditioners and supplier to GM car divisions and others in the auto industry on small electric motors, D. P. Brother now handles 11 General Motors accounts.

Market Facts Establishes New International Division

Market Facts, Chicago, has formed a new division, Market Facts Roc International, to conduct marketing research studies in major trading areas throughout the world, following the signing of an agreement with heads of European market research companies which will participate in the operation.

European companies participating in the new group are Synergie ROC (Research Organization Commercial), Paris; Misura, Milan; Market Investigations Ltd., London; Market Bureau, Stockholm; Netherlands Institute of Motivation & Marketing Research, Amsterdam, and Infratest, Munich.

C&W Names Manley

Frederick F. Manley, San Francisco's "Copywriter of the Year, 1959," has been named copy chief of Cunningham & Walsh, San Francisco. Mr. Manley has been with C&W since 1958 and prior to that was a copy supervisor of Batten, Barton, Durstine & Osborn, San Francisco.

'Like Getting the Barber to Grow a Beard' . . .

Debut of '61 Ford to Brighten Up Flora, Ill.

Town of 5,000, Near U. S. Population Center, to Get Week of 100% Ford Use

FLORA, ILL., May 10—This small Illinois city of 5,000 has been invited by Ford division of Ford Motor Co. to pre-test the 1961 Ford for a week prior to its general public introduction. Flora's municipal officers and its chamber of commerce have agreed to cooperate in converting Flora to "Ford Town-USA" for the week starting September 12.

This event in Flora will take the place of the customary preview for newspaper, magazine and radio-tv writers and editors held in Detroit in past years. They will be invited to Flora to witness and report on activities here.

Ford executives said the program put on in Detroit in recent years for teen editors from across the country, in conjunction with the Detroit press showing, probably will be held with some other Ford gathering in the Motor City.

■ Flora, located 100 miles east of St. Louis, was selected because it is the city closest to the center of population of the U.S. It is a typical midwestern community with a wide variety of business activity.

Ford hopes to make the conversion to Fords in Flora as near as possible to 100% for the week, planning to replace every car and truck in use in the community with a 1961 Ford (at no cost to the users) for the pre-introduction test. More than $3,000,000 worth of '61 Ford products (1,000-plus vehicles) will be used, it is estimated.

Asked how close to 100% Ford use the company expected to get (some citizens, for instance, sell other kinds of cars), Ford said:

"We are going to give it the promotional try—offer everyone a new car to drive for a few days. Maybe we can get even our competitors into the act as a community gesture. It will take a little doing, of course, like getting the barber to grow a beard for the annual homecoming." #

Grant Cuts Back Sharply in Detroit, Denies Merger Talk

DETROIT, May 11—In the wake of losing the Dodge car account, billings from $14,000,000 to $17,000,000 (AA, March 21), Grant Advertising has greatly reduced its staff in its office here and has transferred its two top executives to other posts.

Will C. Grant, president of the agency, told ADVERTISING AGE that the number of people in the Detroit office has been reduced from 90 to 20. Mr. Grant emphasized, however, that this office, contrary to rumors, will continue to operate as a full-fledged operation, with the possible exception of a media department.

Lawrence McIntosh, exec vp in charge of the Detroit office, will move to Chicago, where he will handle administrative duties primarily, Mr. Grant said. Myers B. Cather, vp and manager of the Detroit office, will be transferred to New York, from where he will supervise Grant accounts handled by the Detroit office. Both men will take over their new posts by July 1.

■ John Chapin, vp and account executive, will take charge of the office here after the departures of Messrs. McIntosh and Cather, according to Mr. Grant. The majority of key executives here will be moved to other jobs with the agency, he added.

Mr. Grant termed "ridiculous" and "absurd" a report that he will sell or merge his agency. "I am not considering merging or selling my agency to a larger agency, nor have I talked to anyone on the subject," Mr. Grant said. "There is not one grain of truth to any such rumor." #

FCC Hits Hidden 'Plugs' in Recorded Interview Programs

WASHINGTON, May 12—The Federal Communications Commission announced that its next target in the field of "sneak" commercials is the "interview" program containing hidden plugs.

The commission said in an announcement today that recorded conversations with celebrities are being distributed to stations free of charge. The recordings contain hidden "plugs," but neither the producer's nor the supplier's names are mentioned nor is sponsorship identification made.

FCC said acceptance of the free records constitutes a valuable consideration, so even if the record does not contain a plug, the station is obligated to identify the party who ultimately pays the producer's fee. #

Erwin Wasey Boosts Stroyke

Robert G. Stroyke, assistant research director at Erwin Wasey, Ruthrauff & Ryan, Los Angeles, has been appointed an account executive.

Westinghouse, 'Chronicle' Hit NBC Acquisitions

Justice Department Finds No Breach of Decree, but Rivals Do

WASHINGTON, May 10—The Justice Department has cleared the National Broadcasting Co.'s plan to acquire stations in Boston and San Francisco, but there are still some big hurdles ahead.

While the Justice Department has announced that it is not initiating action to block the NBC deals, it has arranged for the federal district court in Philadelphia to consider protests from Westinghouse Broadcasting Co. and the *San Francisco Chronicle*, owners respectively of the Boston and San Francisco outlets which will lose NBC affiliation contracts if the transactions are completed.

Another barrier which must be cleared before the transfers are accomplished is at the Federal Communications Commission, where Philco Corp. has served notice that it intends to file an application for Channel 3 in Philadelphia, which NBC proposes to turn over to RKO General.

■ A third complication entered the picture today when Rep. Emanuel Celler (D., N. Y.) sent an angry

(Continued on Page 124)

Shooting Idyllic Art for Bourjois Ad Is No Idyll

Storms, Threats of Live Pests, Uninvited Visitors hamper Work

NEW YORK, May 11—It was a simple enough photographic assignment—an underwater shot of a swimmer and a Christmas tree. But it turned into a nightmare.

On March 4, Florence St. George, Bourjois account supervisor at Lawrence C. Gumbinner Advertising, submitted an idea for a b&w ad to the client for its Christmas in July fragrance. Bourjois thought it was good enough for a color ad.

The first magazine closing date was two weeks off but, with extensions, the agency figured it would meet the deadline.

■ Building a set here would have taken three days so Lester Bookbinder, photographer, and Irwin Goldberg, art director, flew to Weeki Wachee, a Florida town 50 miles from Tampa which has a stream rated "clearest in the world."

Three Christmas trees were also flown south—two blue spruces cut to order and one artificial tree, "in case."

The photographer and art director used diving masks and an underwater bell to locate "romantic and ethereal terrain where a Christmas tree would look natural," and on Monday, March 14, one week to deadline, they were ready to photograph—they thought.

But as the tree, decorated on the beach, was being sunk at the chosen spot, most of the ornaments tore loose and floated away. Water dissolved the designs on the rest.

■ When the crew broke for lunch, a rainstorm blew up and destroyed the tree which by now was back on shore. The second tree would have to be sunk instead and decorated underwater with local ornaments—once the storm ended.

By Wednesday, the storm had developed into one of Florida's worst in recent years, and reports of floods, tornadoes and evacuated families were drifting in from surrounding areas. A dam near Tampa was showing signs of strain. The telephone lines between Weeki Wachee and New York were mostly out of order. And a native cheered the crew with the news that a deadly water moccasin had been killed in nearby waters; storms often brought them—and alligators—around, he said.

On Sunday, March 20, the weather cleared, and the crew got to work. The tree was sunk and ornaments hung with wire. The photographer set his camera and

UNDERWATER NIGHTMARE—*It all looks peaceful now, but this Bourjois color page for Christmas in July was a harrowing experience for the photographic team that took the picture. The ad runs next month in Charm, Glamour, Mademoiselle, Seventeen, The New Yorker and Vogue.*

was directing the model when the water suddenly grew thick with silt.

About 100' upstream, builders of an underwater theater had decided to use this Sunday to make up for their lost time. Diplomacy and photography finally prevailed over construction.

■ It was now 2 p.m., and the deadline plane from Tampa would leave at 12:35 a.m. Again the camera was set. The model dived into view. And with her—from nowhere—came 30 young men. Across the stream, a beach had been leased for college boys and they had decided to join the fun.

Herding them aside, Mr. Bookbinder raced off 800 shots and got the job on film.

It took four and one-half hours of driving over flooded roads to catch the plane, and they took off just about the time the threatening dam above Tampa gave way.

In New York, meanwhile, type was set and pasted up, waiting for the photographer to show up after a nighttime session in the darkroom.

The result is an idyllic color fantasy ad scheduled for magazines next month. #

Cepelia, Kraft to Gardner

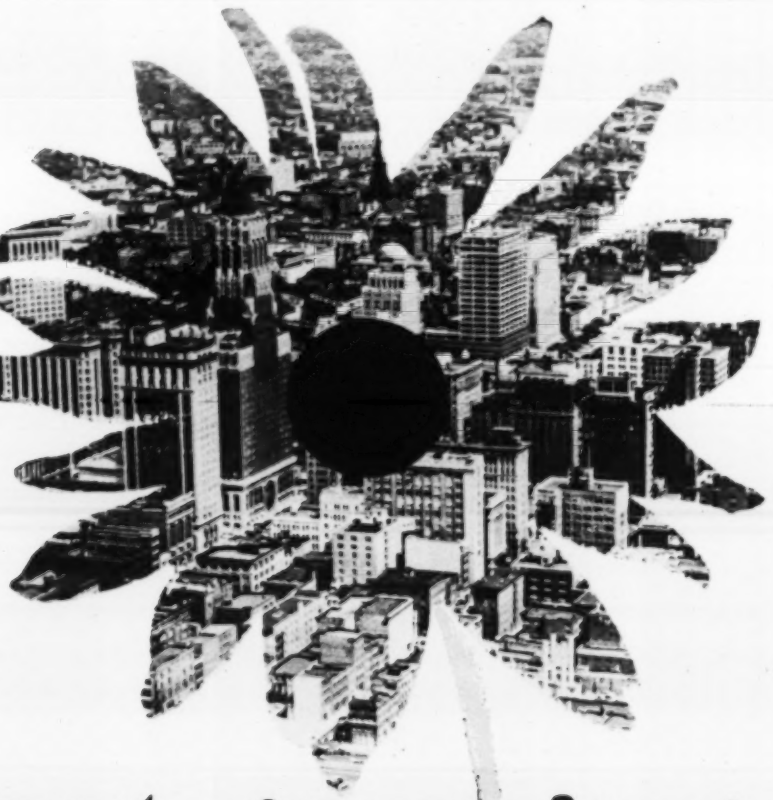
Two accounts, the Cepelia Galleries, New York, and J. F. Kraft's Ham, Driebergen, Holland, have appointed Ralph D. Gardner Advertising, New York, to handle their advertising. Cepelia, a new specialty store (the name is formed by the initials of the Polish words meaning Center for Folk Arts & Crafts), will advertise primarily in trade and consumer print media. Kraft's will do trade and consumer advertising, using print, broadcast and outdoor media.

Rollins Joins McGraw-Hill

Harrison M. Rollins, formerly with Management Magazines, has joined McGraw-Hill Publishing Co., New York, as district manager of *American Machinist/Metalworking Manufacturing* in Detroit. He succeeds William J. Reichard, who has been named district manager of *AM/MM* in Cincinnati.

Leddy Joins Lambert & Feasley

Samuel Leddy, formerly with Compton Advertising, has joined Lambert & Feasley, New York, as a group media supervisor for Hudnut-DuBarry products and Warner-Chilcott pharmaceuticals.



fast growing - most compact

Today's Baltimore is one of America's *fastest growing* markets. At the same time, by virtue of its unique nature, Baltimore has remained the *most compact major market* in the nation.

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

Equally as important, an estimated 92% of the total Baltimore market retail sales are consummated in this same compact area, making it a *highly productive* market—America's 12th largest, in fact.

Contact with this compact market now, as always, can be established best and most economically by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, fast growing, highly productive city zone.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 413,882—Sunday 317,989

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

In the Top 20 in Total Retail Sales

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. Of the top 20 markets of the NEW South, Greensboro ranks 15th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Charlotte, Mobile and other prominent markets. Exclusively cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your new product starting off with solid distribution?

Your advertising campaign was a success in test markets. Repeat purchases signaled the time has come to go national. But nationally your advertising will be only as effective as your distribution. Does your new product have the kind of solid national distribution it needs for success? What can you do *now* to help get that distribution and insure that your new product will turn over fast enough to hold it? How can your advertising schedule help? THIS WEEK Magazine, with its 42 dominant markets, starts you off with the kind of solid distribution your new product needs. Top retailers themselves know that THE BIG ONE starts new products moving fastest. Take one minute now and read what *these* top retail executives say about products advertised in THIS WEEK Magazine.

EDWIN J. FOX
President, Fox Markets, Inc.
Los Angeles, California

"We have increasingly become conscious of how THIS WEEK Magazine moves goods across the checkout counters of our stores, in volume and profitably. THIS WEEK Magazine is really a super-magazine doing a super-marketing job."

GROCE LALLIER
President, Mading's Drug Stores
Houston, Texas

"In this day and age, with a constant flood of new drug products descending upon us, we find that to keep them moving off our shelves we are depending more and more upon the help of national magazines such as THIS WEEK Magazine."

RICHARD WAXENBERG
President, Eagle Food Centers
Milan, Illinois

"Our customers, more often than not, make the decision to buy while reading THIS WEEK. Such confidence can only result in fast turnover. Thus THIS WEEK—advertised products receive prominent display on our shelves and are in plentiful stock."

Only THIS WEEK Magazine offers you these new-product advantages:

1. Dominance in 42 basic distribution points—your best urban markets.
2. Immediate trade acceptance with your most important retailers.
3. A fine editorial environment for products seeking quick consumer acceptance.
4. A dramatic record of low unit cost, high volume advertising results.

To start new products moving fastest...

CIRCULATION MORE THAN

Buy The Big One 13,000,000

Sylvania Combines Divisions

The semiconductor division of Sylvania Electric Products has consolidated its advertising, sales promotion and merchandising activities. David B. Tolins, manager of advertising and sales promotion of the division since March, 1959, will continue to head up combined activities of the division, located at Woburn, Mass.

Tullus Joins Wilten Advertising

Margaret Tullus has joined Marjorie Wilten Advertising, Clayton, Mo., as fashion and creative director. Miss Tullus was formerly advertising and fashion director of H. Liebes, San Francisco, women's fashion store.

Fierman Named Sales Manager

Robert Fierman, former West Coast sales and client relations representative of MGM-TV, has joined Times-Mirror Broadcasting Co., Los Angeles, as sales manager of the newly-organized tape division of KTTV.

Testimonials by Ike, Nimitz Launch Institutional Ads Boosting Magazines

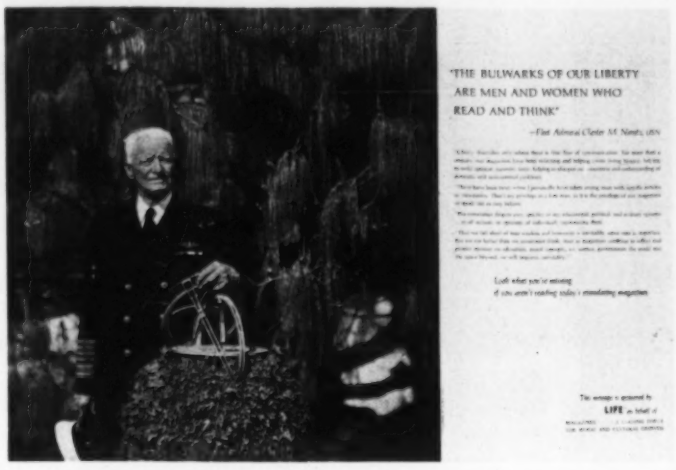
13 Magazines on Initial Schedule; Second Ad to Let Books Boost Selves

NEW YORK, May 11—The magazine industry and McCann-Erickson have come up with no less a personality than President Eisenhower to appear in the first of a projected series of testimonial ads (AA, April 4), plugging the medium as a "leading force for moral and cultural growth."

The initial ad—a color spread using the big-picture, short-copy technique—so far has been scheduled in 14 magazines which have donated space to the campaign. They are *Along the Coast, American Home, Better Homes & Gardens, Business Week, Cosmopolitan, Ladies' Home Journal, Life, Look, McCall's, Newsweek's* eastern edition, *Reader's Digest, Sunset Magazine, Instructor* and *The Saturday Evening Post*. Each magazine will "personalize" the ad with its own logo, McCann said.

The institutional campaign was proposed by McCann-Erickson last year (AA, Dec. 28) to a group of publishers in the Magazine Publishers Assn. As outlined by the agency, which would be compensated by commissions on space donated by various magazines, the campaign was to be strictly institutional in character, playing up the various contributions of magazines in American life.

■ John Beresford, who is supervising the campaign for the agency, told ADVERTISING AGE that tearsheets of the second ad in the projected nine-ad series, featuring a testimonial by Adm. Chester W. Nimitz, have been sent to various magazines for approval and scheduling. Unlike the initial Ike ad, the Nimitz spread allows space for participating magazines to insert a commercial message plugging their respective editorial products.



NAVAL—*Admiral Chester W. Nimitz is one of the leading citizens lending his name to the campaign on behalf of magazines.*

• The kick-off ad, however, shows a benevolent and blue-eyed Ike seated at his desk in the White House, while copy carries the quote, "For more than a century, our magazines have spoken out on domestic and international matters—sometimes from a highly individualistic view, often with broad vision.

"It is inevitable that none of us will always agree with, or like, all that magazines have to say. But over the years, magazines have provided new ideas, brought fresh insight into old problems, shed light on new ones, and have served to inspire and advance our understanding and knowledge on many subjects—from arts to finance, from government to science, from the individual to the world scene. Our magazines are a leading force for moral and cultural growth in our country and one of our surest guarantees of an informed public."

Ford Dealers Fined $86,000 in Anti-Trust Case

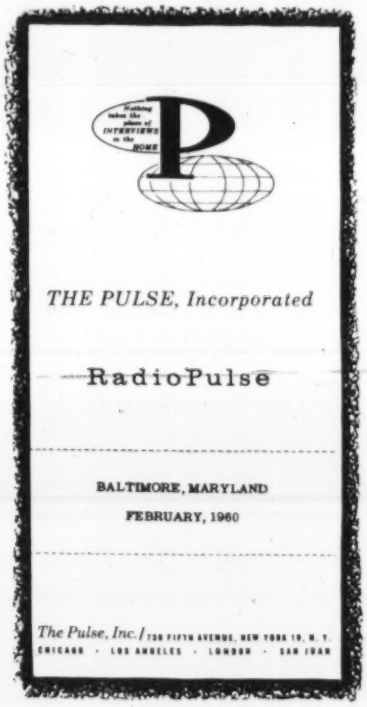
Fines amounting to $86,000 have been levied by Judge Ralph M. Freeman, U. S. district court, Detroit, on 22 Ford dealers and their trade association for violation of federal anti-trust law by conspiring to fix prices and establish a minimum gross profit. The dealers had pleaded "no contest" Feb. 15, changing an earlier plea of innocent entered when the grand jury charge was made a year ago.

The indictment said the price fixing had been in effect since 1956. One charge was for conspiring to establish uniform price lists on new Fords higher than the manufacturer's suggested price list. The other was for establishing a minimum gross profit of not less than $225 on each new car. Largest fine—$5,000—was given Metropolitan Ford Dealers Inc., made up of the 22 members which had claimed that it represented only that number of a total of 45 Ford dealers in the tri-county area embraced by the association and accounted for only 40% of new car sales.

Kramer Named President of WJR; Patt New Chairman

Worth Kramer, formerly exec vp of WJR, Detroit, has been named president of the station, succeeding John F. Patt, who moves up to board chairman. Mr. Kramer will function as administrative head of the company, leaving Mr. Patt more time for planning and expansion, as well as industry and government relations matters.

Mr. Kramer has been with the station since 1946. Mr. Patt has been with WJR since 1926, and opened the company's first affiliate station, WGAR, Cleveland, in 1930.


THE PULSE, Incorporated
RadioPulse
BALTIMORE, MARYLAND
FEBRUARY, 1960
The Pulse, Inc. / 730 FIFTH AVENUE, NEW YORK 19, N. Y.
CHICAGO · LOS ANGELES · LONDON · SAN JUAN

LOWEST COST PER THOUSAND IN 15 OF 18 RATED HOURS!

February Pulse: In 15 of the 18 hours between 6 A.M. and Midnight W-I-T-H leads all Baltimore radio stations in lowest cost per thousand . . . and *that* is something every time-buyer ought to paste in his hat. Get documentation! Write, phone or wire for complete analysis, listing other stations, quarter-hour ratings, number of homes, CPM, Audience Breakdown.

BALTIMORE'S PULSE BEATS BEST TO WITH

W-I-T-H

Radio W-I-T-H Personality • Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.

How many times do I have to tell you?

Don't slam the door. Don't
slam the door. Don't slam
the door. Don't slam the
door. Don't slam the door.
Don't slam the door. Don't
slam the door. Don't slam
the door. Don't slam the door.
Don't slam the door. Don't
slam the door. Don't slam

The more you repeat a message, the more likely it is to sink in. That's why frequency is so important to advertisers. You get an *added* measure of frequency, at no extra cost, in The Saturday Evening Post. ■ The new study of media effectiveness, Ad Page Exposure, proves it. This study counts the times that readers turn to your ad page. (Take the Beautyrest ad on page 105 in this week's Post. A reader looks at page 105—bang, one Ad Page Exposure.) ■ Now, your ad page in a single issue of the Post is seen 37% more often by the average reader than the same ad in the other big weekly. What's more, your Post ad page is seen three million more times by readers in larger families (3 or more members). And your Post ad page is seen half a million more times by readers in the $4,000-and-over households that spend two-thirds of all durable- and package-goods dollars. ■ No doubt about it, the Post is your number-one door opener to the high-quality market, because . . .

A CURTIS MAGAZINE

The Saturday Evening
POST
THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposure to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Top Radio Ads Push Doublemint, Nescafe, L&M, Clark Oil, Kaiser Foil, Blair Reports

NEW YORK, May 12—Five companies shared equal honors in John Blair & Co.'s sixth semi-annual contest for outstanding radio commercials.

The station representative held the number of winners to five this time because that number represented commercials which were ranked well ahead of any others. Music again played an important role for the champions, with three of the ads built around jingles and one ending with a musical trademark.

L&M cigarets, through Dancer-Fitzgerald-Sample, marked its third consecutive appearance in the Blair popularity poll. Its "Secret that unlocks the flavor" theme was pounded home in a recent heavy 10-week blast, using about 100 announcements per week in each of 75 markets.

Another repeater, Clark Oil & Refining Corp., and its agency, Tatham-Laird, put their message across with an effective voice characterization technique *(see story on Page 74)*. Although the gasoline marketer used radio in only two of the five markets surveyed, its heavy frequency included about 500 announcements per week in Chicago.

■ Winners were chosen through a series of more than 1,500 in-home interviews conducted by Pulse in five major markets—New York, Chicago, Los Angeles, Philadelphia and Detroit. The consumers were asked one question: "Which radio commercial heard during the past week impressed you most favorably?"

The poll was conducted in these five markets because Blair felt that if an advertiser can get through in these cities, where there is such a constant barrage of advertising from all media, "he will have it made in other cities" where the weight of advertising is less, Arthur H. McCoy, the radio representative's exec vp, said.

• Nescafe, another winner, was tagged by Mr. McCoy as "the best new series we've heard" with its "43 beans in every cup" jingles. William Esty Co., which picked up the account last fall, put almost its entire budget in spot radio to play up the "all coffee instant coffee" theme with an average of 60 to 75 announcements per week in each of the top 40 markets.

• Still another winner, Doublemint gum and its agency, Arthur Meyerhoff & Associates, mentioned the word "double" no less than 22 times in one commercial in its heavy radio push. (Some time this month William Wrigley Jr. Co. is expected to shift its radio emphasis to Juicy Fruit gum.)

• Kaiser Aluminum foil was among the winners for its heavy spot campaign in 37 markets in which it tried to expand distribution through its Stan Freberg "soap opera" commercials. #

Name Robert Cragin President

Robert S. Cragin has been named president of George R. Nelson Inc., Schenectady, and Nelson Ideas Inc., producer of musical commercials for radio and tv. He succeeds George R. Nelson, founder of the two companies, who has retired for reasons of health. Mr. Cragin has been with the agency since 1948, and was also active in the formation of Nelson Ideas.

Lady Manhattan Adds Media

The Lady Manhattan shirt division of Manhattan Shirt Co., New York, will expand its fall campaign by adding three magazines to its media list. Color pages will run in *Seventeen* and *The New Yorker* as in the past, plus three new books: *Glamour*, *Mademoiselle* and *Vogue*. Daniel & Charles, New York, is the agency.

'Powerboat' to Go Monthly

Powerboat, published as a quarterly by Petersen Publishing Co., will go monthly, effective with its September issue. Print order for the first monthly issue will be 150,000.

Yagley from Grant to K&E

Alban Yagley, former media director at Grant Advertising, Detroit, has joined Kenyon & Eckhardt, Detroit, as media supervisor.

Maskit Names Gresh, Kramer

Gresh & Kramer, Philadelphia, has been named by Maskit Ltd. to handle national advertising for Maskit spray breath freshener.

OVER 1/4 MILLION PEOPLE

QUAD-CITIES

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

QUAD-CITY NEWSPAPERS

The complete coverage medium penetrating 99.8% of the homes in this metropolitan community of 272,600 people

• • • •

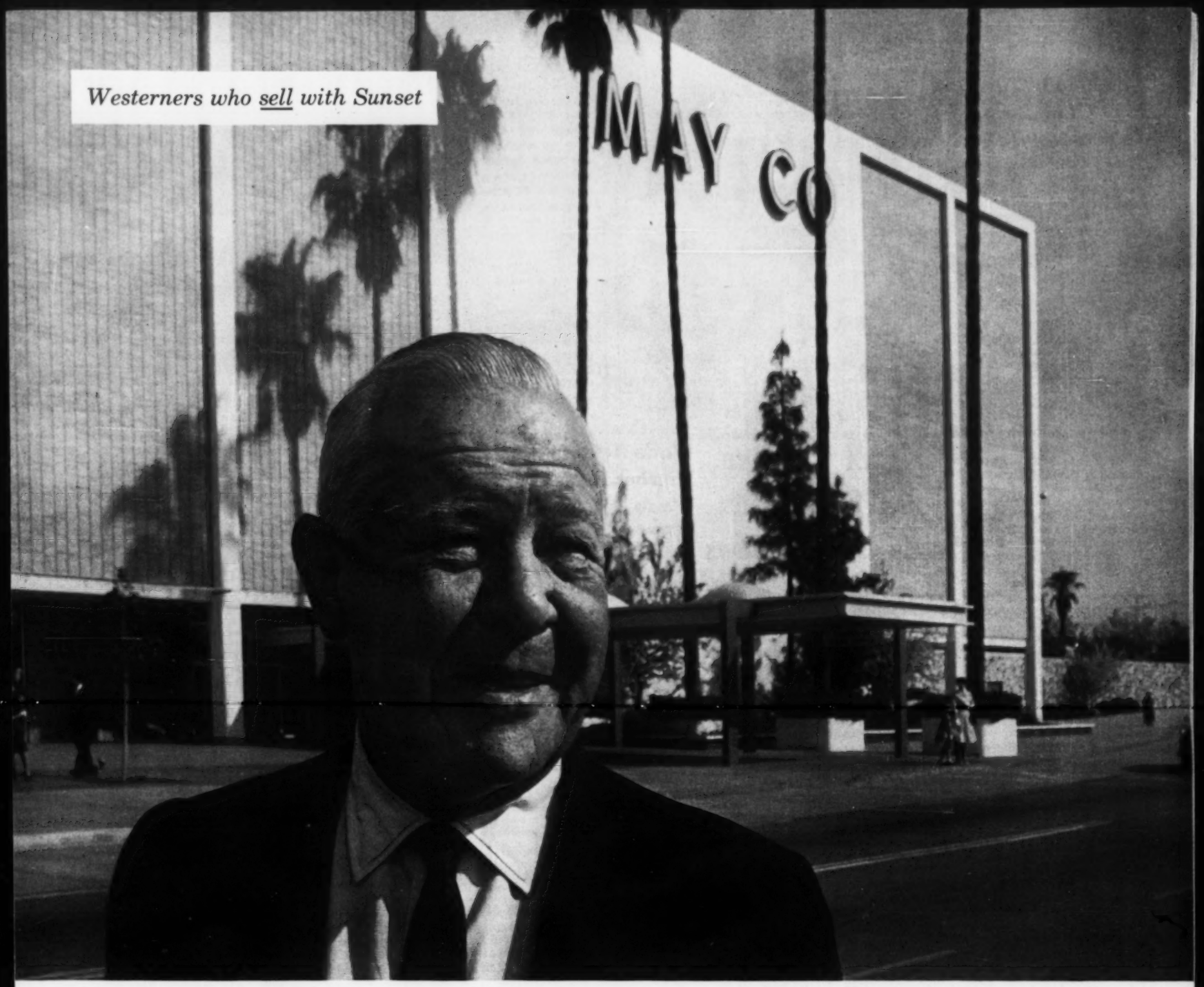
The 3rd largest market in the 2 state region of Iowa-Illinois

If you plan to sell big in the Quad-City area use the complete coverage medium

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN KLAPP

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by LANN & KELLEY, Inc.



MR. BRUNMARK KEEPS A WEATHER-EYE ON WESTERN MARKETING

(with Sunset a barometer)

When Walter J. Brunmark calls Sunset Magazine "a positive plus to all retailers," he speaks from first-hand experience. As vice president of The May Company, he directs the policies of seven May Company stores in Southern California, one of which, in downtown Los Angeles, is the largest single department store unit in the West.

Mr. Brunmark and his merchandise managers look upon Sunset as a market barometer. Because Sunset both *mirrors* and *influences* the trends in Western Living, they study its editorials and advertising as a guide to retail planning. They also participate in Sunset promotions, such as the A.I.A.-Sunset Western Home Awards.

Inside their stores, Mr. Brunmark and his managers see constant evidence that Westerners take action because of the ideas and advertising in Sunset Magazine. This is why they encourage their own suppliers to advertise in Sunset. "For consumer goods," says Mr. Brunmark, "it is definitely the *best magazine in the West.*"

The May Company and Sunset have the same philosophy of catering to *local interests.* Each May Company store has its own merchandising themes, keyed to local needs and tastes. Sunset, in turn, serves the West and Hawaii with three separate zone editions, changing editorial content as much as 30% to suit local conditions.

Since 1932 The May Company has offered Sunset subscriptions to its charge account customers, and, in the intervening years, has enrolled nearly 90,000 of them as loyal Sunset subscribers. This same pattern of cooperation with Sunset takes place at 82 leading department stores and branches in Southern California and the West.

The "positive plus" which Mr. Brunmark ascribes to Sunset derives from several factors: Sunset's *closer relationship* with its readers, its *greater usefulness* to Western families, the *longer life* and *higher readership* it gives to advertising. It adds up to a "Total Impact" which no other medium can give you in the Western market.

Mr. Brunmark congratulates Peter Nitrini, General Manager of the May Company's West Covina store, on the achievement of a successful in-store promotion.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Community Antenna May Offer Fight Telecast for Fee

NEW YORK, May 12—Pay tv may get a test with a bigtime sports attraction if any of the community antenna systems decide to charge viewers extra for picking up the June 20 heavyweight championship match between Ingemar Johansson and Floyd Patterson.

TelePrompTer Corp., which bought all the ancillary rights from Feature Sports Inc., promoter of the re-match, for a minimum guarantee of $700,000, is negotiating with 50 community antenna systems that are interested in carrying the fight. Nothing definite can be set until AT&T lines are cleared.

■ It will be up to the community antenna systems individually to decide if they wish to charge subscribing viewers for carrying the fight. A spokesman for TelePrompTer said fans on the system would get the fight free unless the owners of systems have a way of scrambling the signal. He added that TelePrompTer may decide to feed the fight free to its own systems. The company now has three community antenna systems and has deals in various stages for 15 others.

There will be no home tv outside of the community antenna areas, but fight fans in large cities —except within a 75-mile radius of New York—will have an opportunity to see the bout in movie theaters which will carry it via closed circuit television. Fans also will get a glimpse of the pre-fight excitement in a half-hour boxing program to be sponsored by Philco Corp. Sunday night, June 19. The show, which will be shown on ABC-TV, will include interviews with the two fighters, as well as pertinent points about their backgrounds and film clips of their first match.

■ As part of a package deal with TelePromTer, Philco has ordered an hour closed circuit company meeting to be telecast to its dealers, distributors and their wives gathered in hotels and ballrooms throughout the country. Immediately following the sales meeting, the fight will be fed to the private gatherings. Philco's agency is Batten, Barton, Durstine & Osborn.

TelePrompTer already has leased the radio rights to the fight to ABC for approximately $200,000, according to a TelePrompTer executive. Robert R. Pauley, vp in charge of the radio network, placed the value of the radio package at $250,000 to include the cost of air time, production charges and announcers' fees. Bristol-Myers has signed as half sponsor, and ABC said it was close to signing another sponsor as this was being written. The Bristol-Myers order was placed through Ogilvy, Benson & Mather.

Twin Cities Club Elects

Ken Oelschlager, vp and copy director of Campbell-Mithun, Minneapolis, has been elected president of Twin Cities Creative Club, succeeding Joe Hoffman, also of Campbell-Mithun. Frank Miller, of Knox Reeves Advertising, was named vp; Eric Ericson, of John W. Forney Inc., was elected treasurer, and Gloria Davis, Olmsted & Foley, secretary.

Brogan Joins John W. Shaw

Thomas J. Brogan has joined the creative department of John W. Shaw Advertising. Mr. Brogan was formerly vp and executive art director at Keyes, Madden & Jones.

MUSIC MOTIF—*This Standard Oil Co. (New Jersey) ad won over 50 rivals in the tenth annual advertising awards competition sponsored by the American Music Conference for an ad making effective use of a musical motif in an ad for non-musical wares. McCann-Erickson is the agency, George Elliott the art director and Jay Socin the copywriter.*

KFAX Will Give San Franciscans News, News, News

SAN FRANCISCO, May 12—KFAX, an old station (KJBS) with new call letters, will inaugurate a new programming and advertising policy May 16.

The programming day at the station, which is on the air from 5 a.m. to 8:15 p.m. and from 10 p.m. to midnight, will be devoted exclusively to news.

A typical day's schedule will include sports news and commentary, business news and commentary, labor, agriculture, weather and entertainment news, listener opinion and comment, special public service reports, and features on travel, food and other topics of particular interest to women.

There will be no program sponsorship as such. Commercials on the station will be inserted in much the same manner as ads are inserted in newspapers and magazines.

■ The new policy was instigated by Argonaut Broadcasting Co., which took over the control of the station from its former owner, KJBS Broadcasters, on May 4. Argonaut paid $425,000 for the station, which now has a construction permit to increase its power to 50 kw. KFAX is expected to be operating on its increased power by September. With the facilities improvement, the new owners will have spent about $1,000,000 on this broadcast property.

Argonaut is headed by A. J. Krisk, chairman; L. Ray Rhodes, president and general sales manager, and J. G. Paltridge, exec vp and general manager. Mr. Krisk is part owner of KFIV, Modesto. Mr. Rhodes was formerly a vp of Paul H. Raymer Co., and Mr. Paltridge was previously general manager of KGO, San Francisco.

The "objective of our unique format is to corner the large audience that pushes up ordinary radio stations' ratings when news is offered to provide a meaningful station image for advertisers," Mr. Paltridge explained.

KFAX's program department will be staffed, not by managers or directors, but by editors, he indicated. #

Sherwood Elected President

W. Leigh Sherwood, publisher of the *Rockland County Leader* and *Orangetown Telegram*, both weekly newspapers in New York state, has been elected president of Greater Weeklies Associates, a publishers' group that acts as national advertising representative.

Wade Agency Names Thurber President; Wade Is Chairman

CHICAGO, May 10—Hal H. Thurber has been elected president of Wade Advertising. He succeeds A. G. Wade II, who becomes chairman of the board.

The agency also announced that Louis J. Nelson, vp and director of marketing, has been promoted to senior vp—a new position—and chairman of the executive committee. Paul McCluer continues as exec vp of the agency.

A. G. Wade Hal Thurber

Mr. Thurber, who has been vp and group supervisor, joined Wade in 1957 after 10 years as managing partner of the old Ewell & Thurber Associates, which in 1955 became U. S. Advertising Corp., which in turn was merged with Roche, Rickerd & Cleary. Before opening his own agency in 1945, Mr. Thurber had been with D'Arcy Advertising Co. for 11 years as a vp and chairman of the operating committee.

■ Mr. Wade, who prefers to be called Jeff, is the grandson of the late Albert G. Wade, founder of the agency. Jeff Wade has been president of the agency since 1951.

Mr. Nelson, who joined Wade in 1935, will continue to head marketing activities. He and Messrs. Thurber and McCluer also were elected directors of the agency.

The Wade agency was founded in 1909, and is one of three agencies which were listed in the Chicago telephone directory of that year (the other two are J. Walter Thompson Co. and H. W. Kastor & Sons). Starting with billings of $250,000 in 1909, the agency had billings last year of $24,818,000. #

Morgan Named Copy Head

Paul J. Morgan has been promoted to copy supervisor at Ketchum, MacLeod & Grove, Pittsburgh. Prior to joining KM&G, Mr. Morgan was associated for seven years with Batten, Barton, Durstine & Osborn.

Comar Names Josephson

Comar Products Co., Butler, N.J., manufacturer of industrial and consumer rubber products, has appointed Josephson, Cuffari & Co., Montclair, N.J., to handle its advertising.

Ad Revenue of Dailies Rose 18%, Magazines' 14% in '54-'58: Census

Newspaper Ad Total Hit $2.4 Billion; Magazine Ads Found Near $1 Billion

WASHINGTON, May 10—Gains in advertising revenue between 1954 and 1958 were 18% for newspapers and 14% for periodicals, according to preliminary results of the 1958 Census of Manufactures, which have just been made available.

Newspaper receipts from advertising were $2,428,256,000 in the 1958 census, compared with $2,049,538,000 in 1954. Receipts of periodicals were $988,506,000, compared with $863,493,000 in the earlier census.

Tabulations in the 1958 census distribute newspaper receipts to show the volume recorded by morning only, evening only, and various combinations of daily and Sunday publications, but no comparable detail is available for 1954.

■ Among periodicals, the only large gain was for specialized business and professional publications, with advertising volume up from $169,557,000 in 1954 to $300,669,000 in 1958. There were also small increases among specialized farm publications. Of the general periodical classifications, only the news and business news category gained between 1954 and 1958.

Total receipts of newspapers amounted to $3,490,655,000 in 1958, compared with $2,913,167,000 in 1954. Subscriptions and street sales yielded $987,771,000, an increase of $150,763,000.

Total receipts of periodicals were $1,588,277,000, compared with $1,413,052,000 in 1954. Receipts from subscriptions and sales were $556,822,000, an increase of $26,242,000.

The 1958 census distinguishes for the first time between receipts from subscriptions and single copy sales of periodicals. Three categories where single copy sales were most significant were under general magazines. They were:

	(000 omitted)
Women's and home service	
Subscriptions	$ 31,667
Single copy	41,615
General interest and entertainment	
Subscriptions	104,088
Single Copy	69,005
General news	
Subscriptions	51,367
Single Copy	13,319

■ Census results showed printing of advertising materials produced $267,904,000 worth of revenues for the lithographing industry and $182,754,000 for other commercial printers. No comparable detail was available for 1954. #

NOW...A FILTER MADE OF TOBACCO ITSELF!

TOBACCO FILTER—*Brown & Williamson, Louisville, is using three-color ads to introduce Kentucky Kings, its new cigaret with filter made of tobacco, in Louisville and throughout Texas. The cigaret is also getting support via tv.*

'GP' Retracts Its 'for Hire' Blast at 'Saturday Review'

KANSAS CITY, May 10—*GP*, organ of the American Academy of General Practice, has apologized for what it admits was a slanderous attack on the *Saturday Review* and its science editor, John Lear.

The medical journal lashed out at *SR* in its December, 1959, issue, after the magazine had carried a series of articles by Mr. Lear. These articles were highly critical of ethical drug advertising.

The *GP* editorial was entitled, "Lear's Leer," and it castigated Mr. Lear for "displaying gross ignorance . . . of clinical medicine and pharmacology," engaging in "pure sensationalism" and "posing as . . . an authority on clinical research."

Mac F. Cahal, publisher of *GP*, said in his editorial that *SR* has tried, "in true *Reader's Digest* style," to "move in on medicine and health." He concluded with a lament that, "Yesterday's magazine of merit is now blatantly for hire."

■ Under threat of a libel action, *GP* has now published in its May issue a retraction in the form of a letter from J. R. Cominsky, publisher of *Saturday Review*, and a postscript from Mr. Cahal. Both appear in the space usually reserved for editorials.

Mr. Cominsky's letter defends Mr. Lear's qualifications as a science reporter and charges that the *GP* statement, "Yesterday's magazine of merit is now blatantly for hire," is "false, grossly libelous and injurious to the *Saturday Review* and to Mr. Lear."

Mr. Cominsky also takes note of *GP*'s description of *SR* as a magazine "that is not doing well." He asserts: "This damaging statement is false. It could have been checked in publicly available reports."

■ In his postscript to the letter, Mr. Cahal says: "We do not agree with what was said in Mr. Lear's article, although we will defend, etc., etc., Mr. Lear's right to say it and the *Saturday Review*'s right to publish it. The use of the word 'hire' was unfortunate. This is an unfair calumny on a distinguished magazine and for it we apologize."

In New York, *Saturday Review* stated that it had accepted this retraction. #

Radio Frequency Launches Push for 'Spacial Fidelity'

Radio Frequency Laboratories, Boonton, N. J., has entered the consumer field with a line of single-cabinet stereophonic loudspeaker systems to be marketed under the brand name of Spacial Fidelity. The new speaker systems, designed for monophonic as well as stereophonic music reproduction, will be introduced in the New York metropolitan market, parts of New Jersey, Pennsylvania and New England during May and June.

A 76-line ad in the music, drama section of the May 15 issue of the *New York Times* launched the promotion. Page ads are also scheduled for the May 28 issue of *Saturday Review* and the May and June issues of *High Fidelity*.

BALTIMORE IS AN EVENING PAPER MARKET

---AND THE BALTIMORE NEWS-POST ITS LEADING EVENING NEWSPAPER!

Baltimore merchants **know** this! That's why they put practically all their advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A. B. C. City Zone. And of these, The Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point of View

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern, "fresh point of view"!

Call in Your Hearst Advertising Service Representative

Plan now to present your product to the Baltimore buying public when it's most receptive to your message — in the pages of The Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It:

In 1959, the NEWS-POST carried 6,611,125 more lines of Retail Advertising than the morning paper!

Source: Media Records

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

DMAA Wrong on Mail Decline, Says P.O. Study

(Continued from Page 1)

lette drew liberally on the McKinsey study in an effort to convince committee members that more increases are justified now, even though some increases provided in the 1958 rate bill are not yet in effect.

Major changes sought by the administration are 5¢ letters, 4¢ postcards and 8¢ airmail, to raise $427,000,000; a 5¢ per piece surcharge on zone rate second class, and elimination of free-in-county delivery, to net $45,000,000; a 3¢ per piece rate on bulk third class, and other increases, involving $85,000,000 of new revenue; and a 14¢ per lb. rate, 3¢ per piece minimum on controlled circulation business publications, yielding about $1,000,000.

■ Extracts from the McKinsey study had been used in an earlier Post Office Department report on the need for rate increases (AA, April 25), but this was the first time the report became available in full.

The portion discussing the accuracy of DMAA expenditure figures for direct mail advertising was singled out during Mr. Gillette's testimony for special discussion. McKinsey had noted that DMAA's estimate of a 2.9% dip in expenditures for direct mail in 1959 would, if true, indicate that 1958 rate hikes had hurt direct mail.

But McKinsey expressed skepticism. It noted that Post Office figures show a 7% increase in the number of pieces of bulk third class handled during fiscal year 1959. It also pointed out that printing costs increased, so the DMAA figure could not stand up unless there had been a sharp drop in the cost of the average piece of direct mail matter.

McKinsey's opinion was that the continuing increase in printing costs between 1958 and 1959 probably resulted in increased unit costs rather than decreased.

■ The firm noted that the 7% increase in bulk third class volume reported by the Post Office was for a fiscal year covering the second half of 1958 and the first half of 1959, while the DMAA estimate was for the calendar year 1959. On the basis of Post Office figures which are available for the first half of calendar year 1959, McKinsey reasoned, DMAA could show a drop for the year only if it had figures showing a substantial decline in mailing during the second half of calendar 1959.

"But mail volume statistics for the second half are not yet available, even within the Post Office Department," the McKinsey study pointed out. "Since DMAA estimates purportedly are based on mail volume statistics, it is difficult to see on what facts the last half of their calendar year estimate can be based."

The report itself consists of only 54 pages of text and charts, with 23 pages of supporting tables and procedural discussion. Through analysis of published data and interviews with representative mail users, it seeks to determine (1) the ability of patrons to adapt to new rates and (2) the possible effect on the volume of mail.

■ In its covering letter transmitting the report to the department, McKinsey declares, "The facts derived from these investigations provide, in our opinion, a new perspective in which rate problems can be considered."

In the past, the study says, numerous witnesses have testified that rate increases would be disastrous, but there have been no valid data to substantiate or refute these claims.

With respect to 5¢ letters and other first class increases, the report seeks to establish that "postage costs are not significant in relation to other costs." It cites an oil company that spends $1,700,000 for postage. "While figures of this sort are impressive, they fall into quite a different perspective when examined in terms of the other cost elements of large business enterprises," it says.

At $1.4 billion, expenditures for first class postage are only 0.3% of gross national product and 0.4% of national income, the report stresses.

By contrast, wages and salaries are 58% of GNP and 70% of national income. "Hence an increase of 0.6% in total salaries and wages would exceed the total amount paid for first class postage last year," the report said.

■ For most companies, McKinsey said, first class postage costs ran under 1% of operating expense—mostly in the range of 0.1% to 0.2%. It cited examples from oil, banking, public utilities, insurance and package goods manufacturing (one company spent 0.1% of total operating costs on first class postage while its outlays for advertising exceeded 25% of total operating cost).

At 5¢, letter rates would be up 67% since 1932, the study argued, while manufacturing labor is up 393% and materials in the wholesale price index are up 184%.

For the average individual, postage represented barely more than 0.1% of the average per capita disposable income of $1,895 in 1959, McKinsey said. Where letters would be up 67%, newspapers are up 233% (from 3¢ to 10¢), streetcar tokens 140% (from 8⅓¢ to 20¢), phone calls 100%, subway fare 200% and a copy of *The Saturday Evening Post* 200%.

■ Turning to second class, McKinsey said its analysis indicates increases "will have no significant effect on circulation or on the profits of magazine publishers."

It argued that the industry has successfully passed on substantial increases in cost of major items like paper and labor to subscribers and advertisers without depressing circulation or seriously affecting the volume of advertising linage.

"If large increases in those cost elements have been successfully shifted in the past, increases in postage—a less important element of cost—can likewise be passed on to subscribers and advertisers without difficulty," McKinsey said.

The study found wages and paper, the two principal elements of cost in the publishing industry, up 77% and 68% respectively since the '40s. In response, average prices of magazines are up 44%, and, in some cases, tripled. Cost per 1,000 of b&w advertising was up 40% between 1946 and 1957, the study said.

Meanwhile, McKinsey said, circulation per capita is up 24%, so subscription price increases have not hurt circulation. Magazines have suffered some squeeze in earnings during the past two years, it conceded, "but this is attributed to the recession in business activity—which led to a general restriction in advertising expenditures—rather than to a swing away from magazines as an advertising medium."

■ It admits postage is a cost factor of some significance to magazines, amounting to 2.8¢ per copy for a 12 oz. magazine with 50% advertising, mailed to the fourth zone. In the case of one widely circulated 9 oz. magazine carrying 55% advertising, postage costs are 20% of subscription revenue, or 4% of total revenue, it said.

"It is worth noting, in this connection," it commented, "that even at the new rate, the cost of mail delivery of magazines will continue to be far below the cost of newsstand distribution." It pegged typical news dealer commission on the average magazine at 6.4¢ per copy, up 1.6¢ since 1947, as compared with 2.8¢ by mail now and 3.7¢ at new rates for a 12 oz. magazine with 50% advertising to the fourth zone.

In its discussion of newspapers, the study noted metropolitan papers rely on their own delivery and send only 2% or 3% of their copies through the mail. It said small newspapers and weeklies now pay so little that rates now being considered would still not represent a hardship.

■ Some of the most extensive analysis in the report was devoted to direct mail advertising. McKinsey argued that direct mail is inherently a high cost medium, costing 20 times more per person reached than magazine advertising for a comparable message, and relatively still more expensive than newspaper promotions.

Contending that the cost of postage alone is seldom, if ever, the factor that governs an advertiser's decision to use direct mail, McKinsey said few, if any, enter this field merely because rates are low, "and we seriously doubt that any will leave it solely because of a moderate increase in rates."

McKinsey had made "routine" financial checks on 24 companies which appeared at 1957 rate hearings to warn that they would be forced out of business. It said 23 are still thriving, and that one is contemplating liquidation. While rate increases may have closed some businesses, McKinsey said, they were marginal, and would have failed.

■ It said it is difficult to generalize about direct mail costs because there is no "truly typical mailer."

An auto dealer may use a brochure merely to arouse latent interest in a car and identify his dealership, while other mailers may "ask for an order in most persuasive 'act now' terms," providing coupons and other devices aimed at getting immediate, concrete sales results, McKinsey said.

"For one direct mail enterprise, postage costs may be but a minute fraction of the total cost of the operation and but a small percentage of the cost of mailing. On the other hand, a different direct mail business may spend one-third of its total mailing costs on postage. Mailings, if simple, may cost as little as $40 for every 1,000 pieces mailed, it reported, or, if complex, as much as $300 or $400 per 1,000 mailings, or even more in extreme cases."

■ McKinsey cited one "field contact" which spent $250 per 1,000 prospects in direct mail, the principal marketing effort of the business. Another example was "one of the country's largest direct mailers—an organization that mails material for others—sending 250,000,000 pieces of mail a year to 36,000,000 addresses, which reports average cost per mailing to clients exclusive of creative costs, at $75 per 1,000." A large publisher spends $65 to $130 per 1,000, depending on the nature of the mailing, McKinsey found.

Against costs at these levels, it is possible to advertise in magazines for about $3 to $5 per 1,000, by radio for $1.50 per 1,000 and in newspapers for about 25¢ per 1,000, the report said.

■ "Cost differentials of this magnitude make it plain that an advertiser's decision to use direct mail is not based on total cost per 1,000 mailings, much less on postage costs alone, but that it rests on other considerations—namely the ability of the medium to reach a specific market."

The report included an extensive discussion of "targeting" and "promotion appeal" as special advantages of direct mail, which enable competent users to achieve a "cost per sale" below the "cost per sale" of other media. Much of this material was used previously in a Post Office Department report on rate levels.

■ "In selecting direct mail as a medium, the advertiser is deciding to use an inherently high cost medium and acts on the assumption that he can obtain a favorable cost-per-sale ratio by skilful work on the list to which he mails and on the material he sends. If he is successful, it is not because postage rates are low, but because he accurately reaches his potential market with a strong-selling mail piece." #

SUCH IRON-Y—*Patti Lewis seems amazed at her husband's knowledge of domestic chores in this scene from one of the commercials for Proctor-Silex Corp., Philadelphia, which will be shown on NBC-TV's Jerry Lewis hour spectacular, on May 20. In his first participation in a commercial, other than a lead-in, Jerry, with his wife, will demonstrate the new Mary Proctor spray, steam and dry iron and the new "Flip-Top" ironing board. The commercial will be rerun on the company's regularly sponsored tv shows for a six-week period following the special. Weiss & Geller is the agency.*

AAAN Discusses Cooperative Setup With Europe Group

CHICAGO, May 11—Affiliated Advertising Agencies Network may make its long-sought breakthrough in Europe this summer.

Negotiations are under way between AAAN and Plan International, a network of agencies in 12 European countries, to form a cooperative alliance. A decision by the governing bodies of the two groups is expected some time this summer or early fall.

Of the 60 AAAN member agencies, 12 are located in foreign countries, but only one is in Europe. It was this one, Trygve Dalseg & Co., Oslo, also a member of Plan International, which set up preliminary conversations between the two groups.

Last month two AAAN members—David Selders, of Selders-Jones-Covington, Kansas City, and Alex Franz, of Alex T. Franz Inc., Chicago—met with Plan members at the European group's meeting in Geneva.

■ Mr. Franz told ADVERTISING AGE this week that the emergence of the European Common Market and free trade areas has made it possible for the smaller American companies to market in Europe, thus increasing the need for AAAN representation there.

Member agencies of Plan International are located in London, Paris, Dusseldorf, Rotterdam, Dublin, Milan, Oslo, Barcelona, Stockholm, Zurich, Brussels and Copenhagen.

If a working agreement is made, Mr. Franz said, it would not be in the form of a merger; each group would retain its identity. But all agencies involved would be able to get market information and other help from other members. #

'N. Y. Times' Only Prints News That Fits, Patman Hints

WASHINGTON, May 13—Rep. Wright Patman (D., Tex.) tossed a hot potato at the Federal Trade Commission by charging that it is deceptive for the *New York Times* to promote itself as a newspaper offering "all the news that's fit to print."

The congressman says he's ready to provide the commission with "evidence" that the *Times* does not print all the news that's fit to print.

"Surely this questionable claim has a tendency to make the public believe, and probably does make the public believe, that the *New York Times* is superior to other newspapers which must compete for its advertisers' patronage, and accordingly, for readers," he wrote FTC Chairman Earl W. Kintner.

■ Off the cuff reaction at FTC is that newspaper promotion slogans like the *Times'* "all the news that's fit to print," or the *Chicago Tribune's* "world's greatest newspaper," should be tolerated as legitimate puffery. "Even at that," one official said, "the *Times* probably comes as close to meeting the standard set by that slogan as any other newspaper."

■ The *Times*, possibly with tongue in cheek, ran its story of Rep. Patman's demand next to a seven-column ad placed by the *New York Sunday News*, which said the *News* is "America's biggest newspaper value." #

Neuwirth Appointed by WIP

H. D. Neuwirth, former assistant to the president of Metropolitan Broadcasting Corp., has been named sales director of WIP, Philadelphia radio station.

MULTIPLY A PRETTY GIRL BY A MILLION

From sun-up to sun-down, pretty girls all across the U.S. seek Glamour's advice on fashion in everything! For Glamour is bought by the million young women who set the pace for *millions* more! That's why advertisers court Glamour's vast, influential audience. That's why Glamour ad lineage is UP 32%* for 1st 6 months '60.

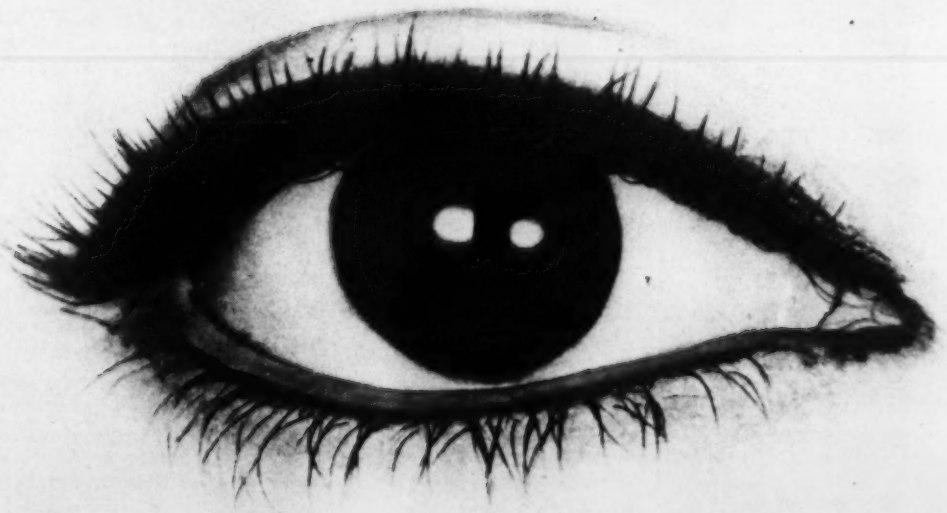
*publisher's estimate

©1960 The Condé Nast Publications, Inc.

a new fashion concept • a new million market • a new way to profit

We have
an eye for
the ladies

and they
have an eye
for us



It is always pleasant to learn that you are more appealing to women than the next man —and if you are a broadcaster or an advertiser it has its practical advantages.

During the average minute of the day, for example, 3,932,000 women have their eye on the CBS Television Network—some 524,000 *more* than are watching our closest competitor and 2,329,000 more than the third network. (Among *young* women our plurality is respectively 461,000 and 937,000.)*

This ability to catch a woman's eye can be attributed in large measure to the variety and dramatic quality of the Network's daytime schedule. It presents the three most popular daytime programs in television, including AS THE WORLD TURNS and THE EDGE OF NIGHT, both of which recently celebrated their 1000th broadcast on the same day. Equally, such courtroom dramas as THE VERDICT IS YOURS and such special documentary programs as WOMAN! seem to be uniquely responsive to the needs and interests of most women. The first has been widely acclaimed by bar associations for illuminating the processes of the law, while the second has provided clear insights into the complexities of raising children and the recent tendencies toward early marriage.

In the hours when television presents programs primarily designed to entertain and inform America's housewives (10 am to 5 pm) the CBS Television Network now attracts 4 per cent more of them than it did a year ago. And it reaches them at an 11 per cent lower cost per thousand than any other network.†

This is why the nation's advertisers are currently spending 2.1 million more dollars a month sponsoring programs on the CBS Television Network than on any other.

**Based on Nationwide Nielsen (AA) Reports, January-April 1, and ARB January-March data, Monday through Friday, 10 am-5 pm. †NTI, January-February.*

CBS Television Network

The Editorial Viewpoint . . .

Paul West, Advertising Pioneer

With the death last week of Paul West, president of the Assn. of National Advertisers and the directing head of that organization for the past 28 years, American advertising lost a man who could truly be called a pioneer in advertising and one of its leading figures.

Coming to the Assn. of National Advertisers from a post as advertising manager of National Carbon Co. in the early 1930s, Mr. West brought to the then-modest association a practical background in national advertising and an appreciation of the advertiser's problems, as well as a talent for organization which served his association and the whole of American advertising well during a large part of its formative stage.

It was under his direction that the ANA became the extremely important influence in advertising which it is today, bringing together in one organization several hundred advertisers whose combined advertising budgets probably account for well over half of all national advertising. It was under his direction, also, that the ANA took a prominent part, along with other associations like the American Assn. of Advertising Agencies, in encouraging the development of organized advertising effort in behalf of public service (through the Advertising Council), in research (through the Advertising Research Foundation), and in a variety of other directions of broad general value to the whole of advertising.

It was under Paul West's direction, also, that the association succeeded in securing legal as well as moral sanction for its position that advertisers are entitled to deal individually with their agencies on matters of compensation, within or without the framework of the commission system.

Paul knew everybody in advertising; everybody in advertising knew Paul. He was a central figure in the business during the past three decades, with enormous professional and personal influence on the whole course of advertising. His friends will mourn the loss of his friendship, understanding and helpfulness; advertising as a whole will mourn the loss of one of its outstanding influences and personalities.

Higher Rates for Worsening Service

For what seems the umpteenth time in recent years, congressional hearings on higher postal rates have started again in Washington. Whatever other claim to fame he may or may not have, no one will be able to dispute the fact that Postmaster General Summerfield has instituted more rate increases, and succeeded in selling them to Congress, than any other Postmaster General in history.

Mr. Summerfield seems obsessed with a completely uncontrollable urge to get postal rates up high enough so that there will be no possible way for accountants and auditors to manipulate the books so that they show the Post Office Department operating at a loss, despite the fact that many aspects of Post Office operation are clearly designed as a public service, and no private business would think of conducting them except under a subsidy from government.

Mr. Summerfield's dedicated obsession with eliminating postal deficits is a good thing, on the whole, and he is to be commended for his zeal in safeguarding the public purse. But some of us who make extensive use of the postal facilities sometimes wonder if he hasn't gotten the cart before the horse, in a sense. We admire his concern with rates and deficits; but we sometimes wonder, more than a bit wistfully, why he doesn't express equal concern about improving the service which the Post Office Department renders to users.

As things stand now, the American public and American business have been paying higher and higher prices for worse and worse postal service.

The rates have gone up substantially under Mr. Summerfield, but there has certainly been no comparable improvement in the service.

In fact, no one inside or outside the postal establishment seriously debates the proposition that the quality of service has declined sharply over the years—and no one in the postal service seems very much disturbed by such conditions. If there are fewer pickups and deliveries today than there were 20 years ago, and if mail service and mail delivery are universally slower (especially on short hauls) than they once were, this does not seem a matter for concern to the Post Office Department.

Responsible people in the department are known to believe that there is not as much need now as there once was for really first-rate mail service, since the telephone and the telegraph and other methods of communication make the mail a secondary medium for carrying intelligence at high speed.

We disagree with this reasoning most heartily. As we have pointed out before, the postal service is very nearly the oldest American government service, and it still remains one of the most important, to business and to individual citizens.

It seems more than a little ridiculous that the richest and most progressive country in the world should be asked to put up with any but first class postal service, regardless of its cost. And certainly this is not the kind of service we are now getting.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"That new time buyer won't last. He's already living on borrowed time."

What They're Saying . . .

Let-Us-Alone Week

I would like to suggest an annual Let-Creative-People-Alone Week; a week in which creative men and women might be free to exercise their best talents, unimpeded by the traditional strictures of advertising managers and account executives, unhindered by research departments and the statistics of Roper, Politz, Gallup, Robinson and Starch. In such a week it is not unlikely that more good copy would be written, more compelling layouts designed, more impelling typography designed, more challenging photography produced, and more sales of consumer merchandise and services engendered, than anybody so far has imagined possible. How nice it would be if just once a year our bosses said to us, "Do your best—somebody might like it."

—Herbert R. Mayes, editor of McCall's, speaking at the annual awards luncheon of the Art Directors Club of New York.

Advertising Age

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Lou Boudreau has moved over from baseball announcer on Station WGN to manager of the Chicago Cubs.

He did a great job reading those commercials.

•

When business is slow on the Jack Paar show, he can always perk things up by resuming his running battle with Walter Winchell and Dorothy Kilgallen.

•

Princess Margaret got almost as good U. S. coverage of her Westminster nuptials as Grace Kelly did when she was made one with her prince.

•

It's no doubt because of his desire to use the pugilistic vernacular that Jack Drees occasionally refers to an up-and-coming battler on the Wednesday night fights as a "genuwine contender."

•

UPI carried a story about a former teacher who's now making $49,000 a year as a Chevy salesman in Detroit.

That ought to get him a quick offer from Plymouth.

•

Dowgard's promise of all-year-'round protection through its new cooling system fluid is so attractive it may have trouble getting users to replace after only twelve months.

•

John Masters tells *Post* readers that "crooked advertising" is one of the results of a moral breakdown in the U. S.

Maybe Billy Graham should spend more time at home.

•

Right after the appearance of that *Time* cover story about Arnold Palmer's spectacular finish in the Masters, he lost a playoff in the Houston open.

The supply of birdies had to run out some time.

•

Fortunately, P. J. Hoff, the popular Chicago radio and tv weatherman, doesn't have to refer to natives of the Middle East very often. They probably don't like to be called A-rabs.

•

Dick Babcock points out that in addition to the income farmers make on their crops, they get a lot of money from off-farm occupations.

Farm operators wear two hats, but the Department of Agriculture sees only one.

•

"We made proposal to top people, asked for the order," Lipscomb says.

If the customer didn't buy, it wasn't the salesman's fault.

•

Sears, Roebuck is offering career copywriters "a challenging and secure future."

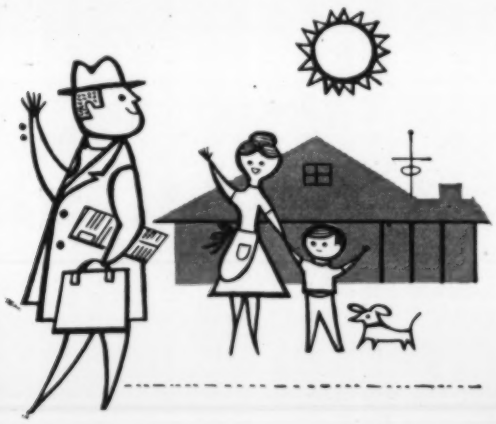
And with that famous employes' profit-sharing plan, how can they lose?

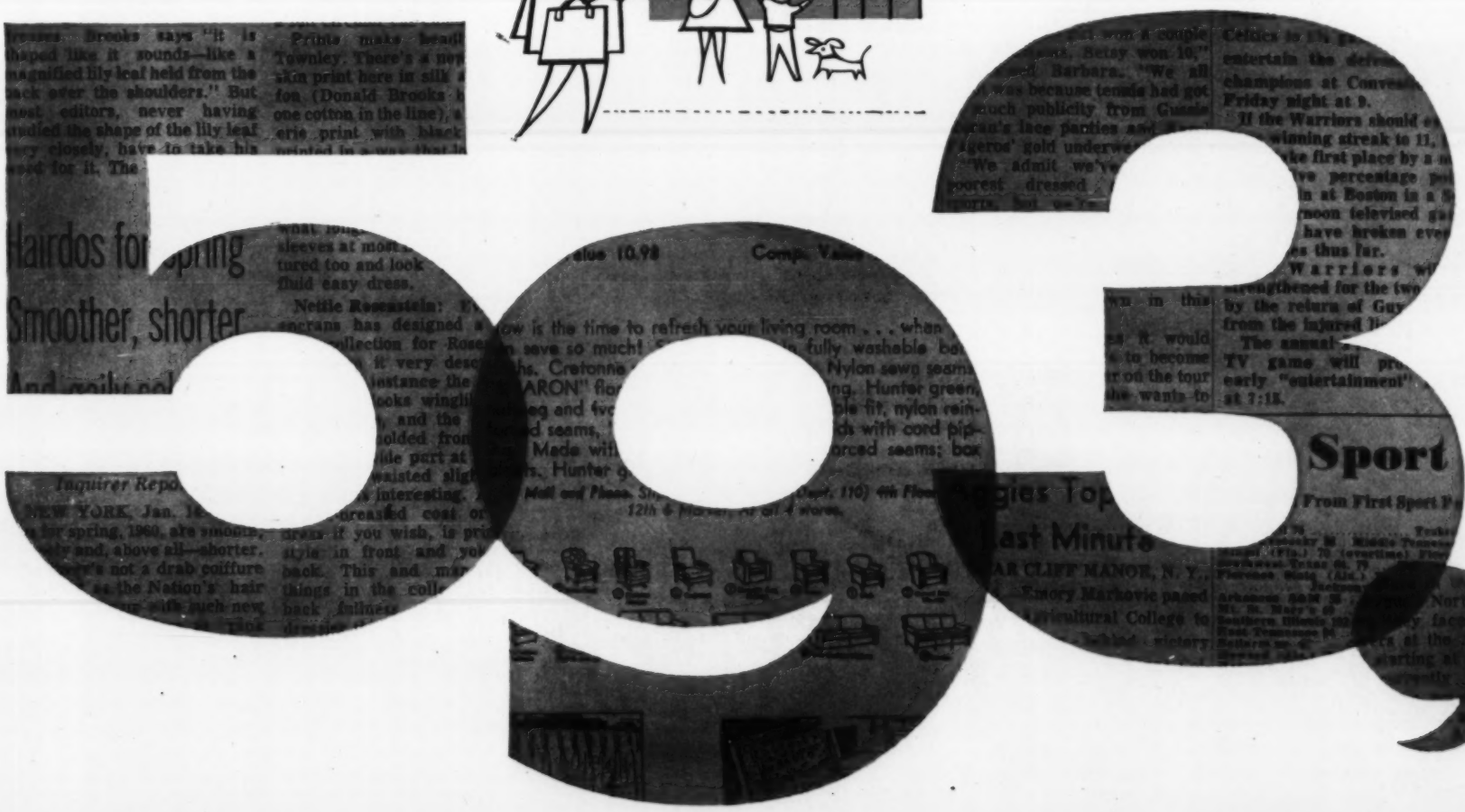
COPY CUB.

strength in the city, superiority in the suburbs

Strength in the city? 700,000 adult readers for The Inquirer. Superiority in the suburbs? 706,000 adult readers . . . 593,000 EXCLUSIVELY.* In the suburbs where 58% of the market's retail sales are made, The Inquirer gives you an EXCLUSIVE audience larger than the major evening paper's TOTAL suburban audience.

593,000 suburban readers
exclusively yours in The Daily Inquirer



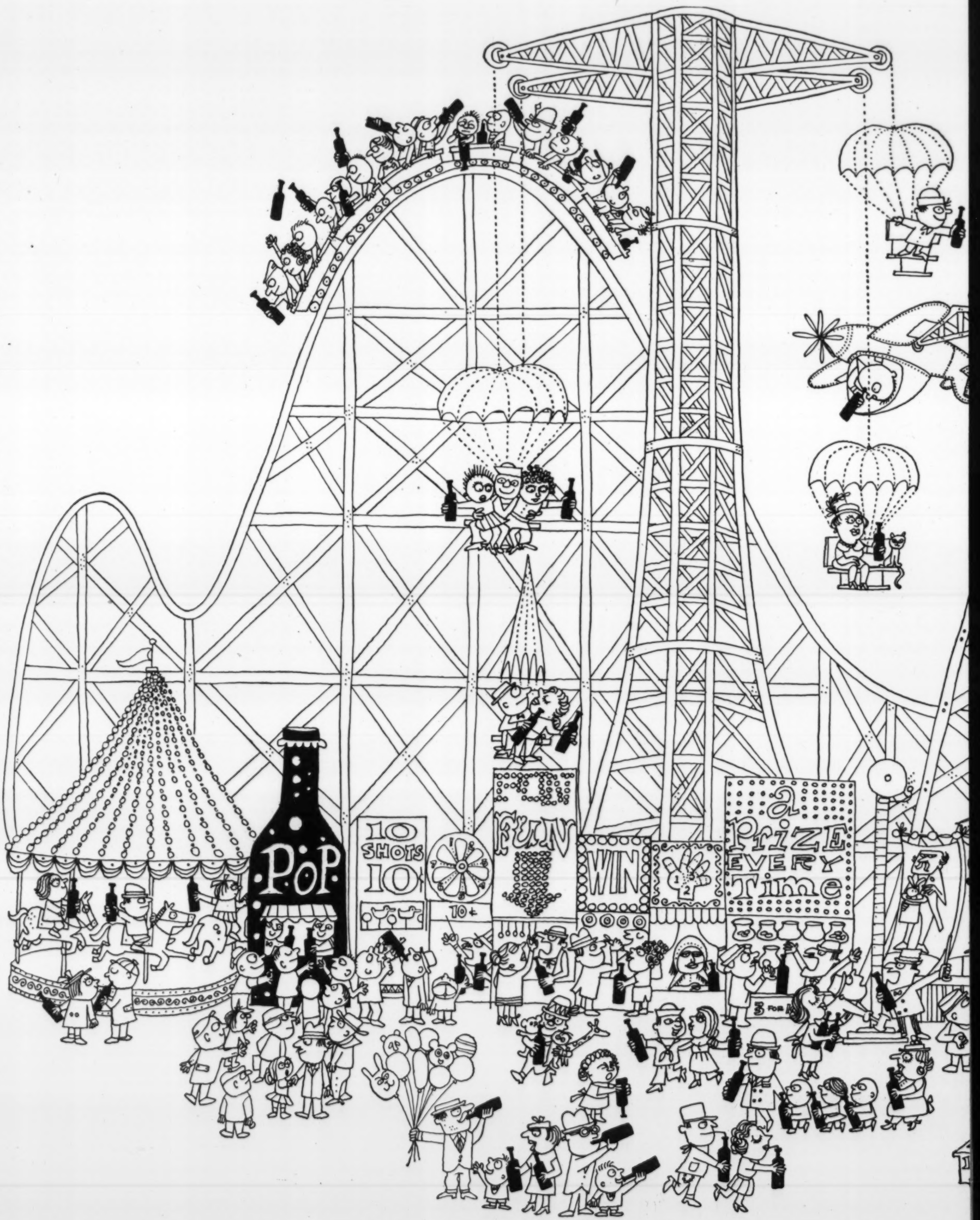


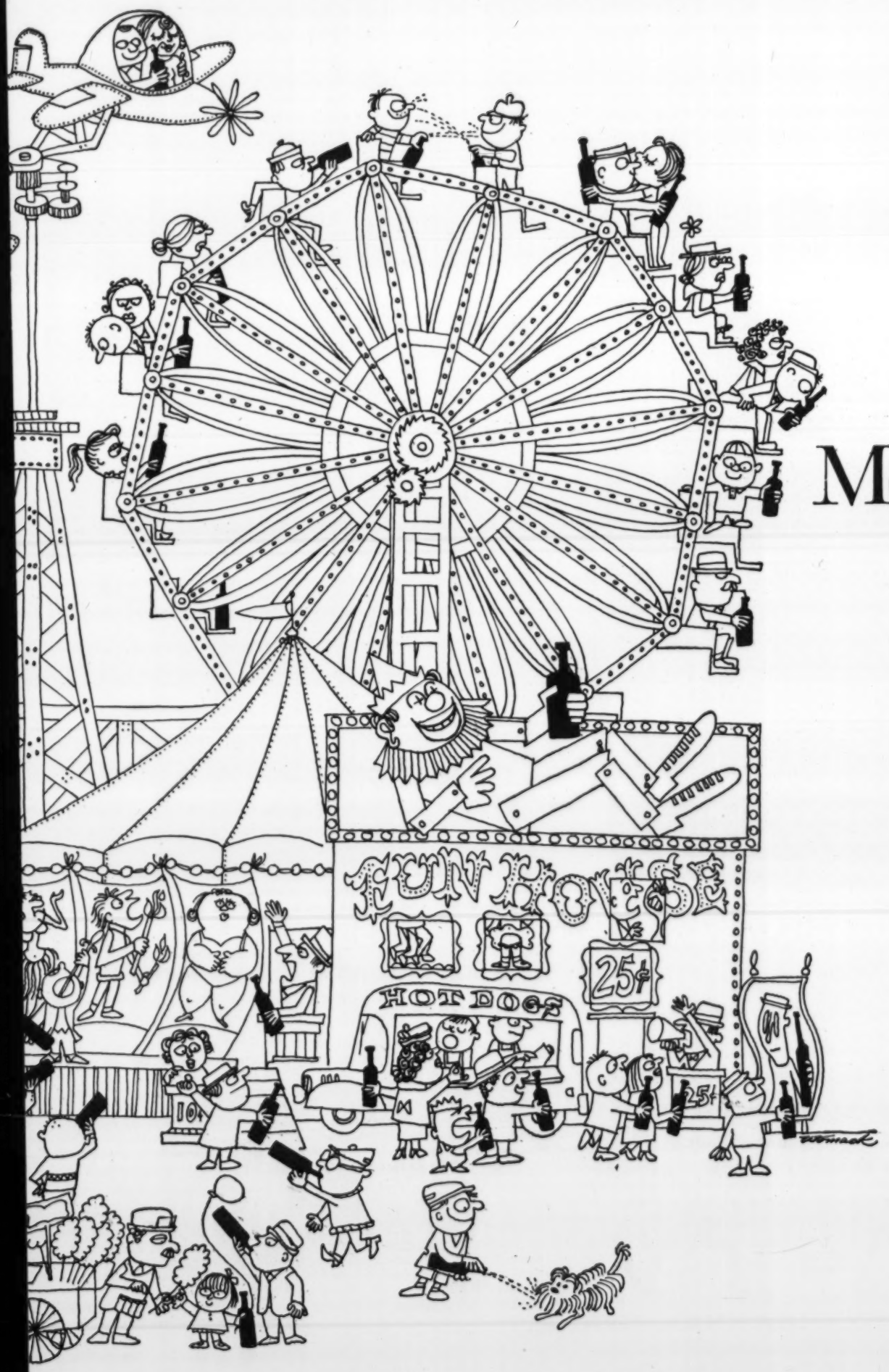
The Philadelphia Inquirer

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557


POP
10 SHOTS 10
FUN
WIN
A PRIZE EVERY Time
3 FOR



Media's Law:

To a seller of soda pop, the pulling power of an advertising medium is equal to the amount of soda pop sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in data transmission

The *Medal of Honor*, IRE's highest annual technical award in the field of electronics, goes this year to Dr. Harry Nyquist, consulting engineer, "for fundamental contributions to a quantitative understanding of thermal noise, data transmission, and negative feedback." IRE is proud to honor Mr. Nyquist, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Harry Nyquist

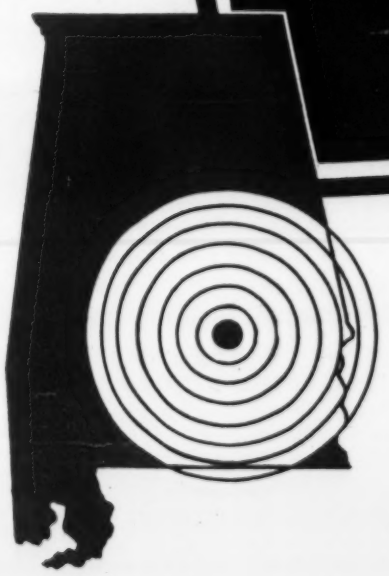
Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

from a proud past comes a... FUTURE UNLIMITED!



Everywhere you look in Montgomery you see progress. This new million dollar library-museum, which opened in September, 1959, is another fine example of this area's vast growth. Expansion means opportunity . . . an opportunity to expand your sales in a million market. And WSFA-TV covers the area like no one else can.

WSFA-TV

NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

Getting Personal

Douglas Cornette, assistant general manager of the *Louisville Courier-Journal* and *Times*, was married April 23 to Thelma King . . . **Robert N. Weed,** publisher of the *San Fernando Valley Times*, was named winner of the 1960 Silver Shovel award presented annually by the National Newspaper Promotion Assn. for the most outstanding newspaper promotion. Mr. Weed was promotion and public service director of the *Minneapolis Star* and *Tribune* until last February, when he was named publisher of the California daily . . .

Former agency head **Milton Biow** is recuperating rapidly in Palm Beach from an operation for a brain tumor a month ago. He expects to return to New York any day now . . .

Married: Dorothy Anne Walker and **Wilder DuPuy Baker Jr.** of Benton & Bowles on April 22 . . . **Patricia Lewis,** administrative assistant with the Television Information Office, and **Richard Mark Fishel Jr.,** promotion manager with EWRR, on April 23 . . . Grace Harlow and **Robert Wussler,** New York manager of WHIB, Newark, and an associate producer for CBS-TV, on April 22 . . .

The Mystery Writers of America have judged "The Grey Flannel Shroud" as the "best first mystery novel of 1959" and awarded its Edgar award to the author, **Henry Slesar,** former vp and creative director of Fuller & Smith & Ross, who joined Donahue & Coe last week. He has a new mystery novel scheduled to appear this summer . . .

CREATIVE MAN OUT—*Dante Bonfigli, exec vp of Guild, Bascom & Bonfigli, a judge in the agency's first annual exhibit of arts, crafts and hobbies, had to disqualify one of his own entries—a portrait of his wife, Dorris—since judges' entries weren't eligible for awards. GB&B judges handed out nine awards at the April exhibit held at Mike's Billiard Parlor in San Francisco's old North Beach section.*

John Rogers, former New York advertising artist, is currently exhibiting 22 paintings in the Grand Central Art Galleries . . . About 50 paintings by **Cliff Roberts** and **George Cannata,** designers of animated tv commercials, are on exhibit in the studios of Robert Lawrence Animation . . .

Jack Weldon, sales manager of WSUN, St. Petersburg, who suffered a heart attack on April 12, is off the critical list and improving nicely . . .

Mr. and Mrs. **C. Eugene Waddell** sailed for Europe April 27. They won't be back until after Labor Day. Mr. Waddell is a food and drug consultant; Mrs. Waddell is **Patricia Colbourne,** who resigned mid-April from the marketing research department of Dow Chemical . . . **Jack Bristow,** vp in charge of BBDO's Cleveland office, is head of the printed materials committee for the Cleveland United Appeal drive. **Alvin Fisher,** vp and secretary of Lang, Fisher & Stashower, heads the radio-tv committee . . .

Joan Herrold, with the pr department of J. Walter Thompson Co., will be married June 25 to David Wood . . . Margaret Lloyd and **Michael Cook,** assistant to the ad manager of Standard Triumph Motor Co., are engaged . . .

Edward Lustig, president of Circulation Associates, received the annual Mail Advertising Service Assn. award for his service to the business mail industry . . .

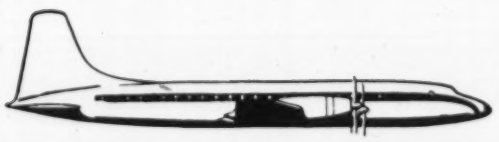
The Irish whisky distillers found their New York townhouse, which they tried to rent through ads—the home of **Mrs. Roswell Gilpatric,** who's a stockholder of the *Atlantic Monthly* and (as **Arthur Kudner's** widow) the donor of the Arthur Kudner award given annually for the best institutional advertising writing . . .

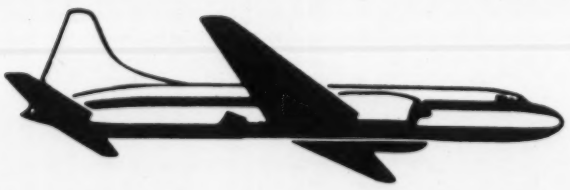
Milestones: **Jim Gilbert,** exec vp of the International Advertising Assn. and president of the class of 1905 at Amherst, will be traveling up to Amherst in June to celebrate the class' 55th anniversary . . . **Thomas More Storke,** editor and publisher of the *Santa Barbara News-Press* since 1901, received an honorary doctor of laws degree at the University of California Santa Barbara Charter Day banquet. Mr. Storke is retiring this year as a member of the university's board of regents . . . **J. Robert Bonnar,** director of marketing of the dyestuff and chemical division of General Aniline & Film Corp., New York, celebrated his 25th anniversary with the company April 15 at a luncheon given by 20 of his business associates . . . **Herbert W. Petzel,** circulation sales director of Esquire Inc., was honored April 28, his 25th anniversary with the company . . . **Einar Rechnitzer,** president of Maclaren Advertising, Toronto, will shortly celebrate his 30th year with the agency . . . **John H. Willmarth,** president of Earle Ludgin & Co., celebrated his 30th anniversary with the agency April 26 at a company luncheon held at the Arts Club . . .

looking for

AIR-MINDEDNESS?

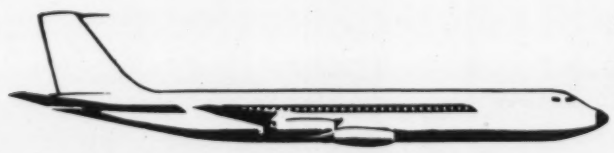
(It's a major trait with National Geographic families!)





Our latest and most extensive readership study* has some very significant findings about air travel:

- 1,241,805 National Geographic families had one or more members who traveled by air in the past two years.
- of these, 1,110,775 flew within the U.S.; 179,421 in Mexico, Central America and the Caribbean; 164,532 flew to Europe; 41,691 to South America; 47,647 to Australia and Pacific area destinations; 34,991 to Asia; 26,057 to Africa.
- 1,064,617 Geographic households plan air travel in the next two years – involving 11,276,005 individual trips (or enough traffic to load more than 190,000 jetliners).
- up to Spring of 1959, nearly 125,000 Geographic readers had already flown by jet – and approximately 40% of the air travel planned in the next two years will be by jet.
- of those intending to take air trips, nearly 60% say they will go on deluxe or first class flights.
- some 188,000 Geographic subscribers know how to pilot a plane, nearly 15,000 now own planes, and almost 327,000 are with companies owning or leasing aircraft for business.



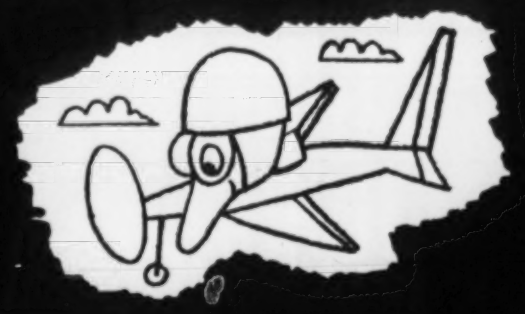
These are only a few of many new facts pointing to the progressive nature of the National Geographic audience. They *like* to go places; their high incomes let them. Travel advertising of all kinds gets results in the Geographic. Nearly 100 of this famous magazine's travel advertisers have appeared in its pages for five or more years. Like them, you can reach today more than 2,400,000 remarkable families via the Geographic – and the market gets bigger every year!

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

*It's fully reported by *Double Dimensions,* a two-part profile of profitable facts. Write for it today.

Make a visual check:



AIRLINE ADVERTISING? THE HIGH FLYER IS AGAIN THE **NEW YORK WORLD-TELEGRAM–FIRST** AMONG THE CITY'S EVENING NEWSPAPERS BY 262,000 LINES IN 1959. TOPS IN THE GREATEST GAIN COLUMN, TOO. IT'S THE **ADVERTISERS' CHOICE IN THE EVENING FIELD.**

36-24-36 ....

'Life' Turndown Is 'Ridiculous,' Says Vegas Spot

Magazine Intends No Slur on Reputation of Chorus Girls: Jackson

LAS VEGAS, May 10—*Life* has turned down an ad submitted for its May 23 issue by Hotel Sahara here because "we are a family magazine, and we do not feel an advertisement soliciting the employment of chorus girls is in the best public interest."

The half-page b&w ad, designed by the hotel's agency, Melvin Co., Las Vegas, says in large block letters: "36-24-36," at the top, and then asks, "Do you measure up to the most American girls in the world?" The rest of the text offers girls who can qualify to earn a minimum of $900 a month as members of the chorus.

36-24-36
DO YOU MEASURE UP TO
THE MOST
American Girls
IN THE WORLD?
If you do — Hotel Sahara, Las Vegas, will offer you the chance to earn a minimum of $900 PER MONTH by joining the "Most American Girls in the World" . . . and the chance to start your climb to stardom in the great GEORGE BURNS show, opening July 12 . . . and with other outstanding stars who regularly appear at the Sahara!
This is NOT a contest . . . Anyone can apply . . . If your figure approximates the ideal "36-24-36" . . . 5' 4" or over . . . 21-to-24 years old . . . then simply submit pictures, statistics, and biographical details to: MILTON PRELL, Executive Director, Hotel Sahara, Las Vegas.
"STAR STUDDED SHOWS"
BETTY HUTTON — Current
GEORGE BURNS — July 12
TERESA BREWER — August 9
DAN DAILEY — September 6
DONALD O'CONNOR
MARLENE DIETRICH
VICTOR BORGE
Announcing a New High in Resort Living — June 25th
Hotel Sahara opens its new 14-story addition making available 600 air-conditioned rooms all with
exclusive Radio and exclusive Television for your vacation pleasure . . . full convention facilities . . . round-the-clock fun . . . you'll find it's Sensational at the Sahara!
HOTEL
SAHARA
LAS VEGAS · NEVADA

TURNED DOWN—*This is the ad from Hotel Sahara, Las Vegas, which was turned down by Life because it was "not in the public interest." Melvin Co., Las Vegas, is the agency.*

Milton Prell, exec director of the hotel, wrote to *Life*: "We don't question the right of *Life* magazine to approve its advertisers, but it is ridiculous for this magazine to turn down 'in the public interest' an ad simply because it involves the privilege to work as a chorus girl. The attitude of *Life's* advertising department is indeed mysterious, when they reject an ad presenting excellent financial rewards for talented American girls as dancers in the show business world."

■ C. D. Jackson, *Life* publisher, told ADVERTISING AGE, "Obviously, rejection of the ad in no way reflects on the reputation—either personal or professional—of chorus girls, who are lovely, hard-working members of the entertainment world and who have frequently graced and enhanced the editorial pages of *Life*.

"Life simply felt it could not run a 'help-wanted' ad for amateur chorus line aspirants." #

Geni Names Bliss

Geni Wonder Products Inc., Chatham, N.Y., has named Ben B. Bliss Co., New York, its first agency. The company produces Wonder-Pac rechargeable flashlight battery cartridges and Wonderlite flashlights. It has distribution in about 25 cities and will launch a trade campaign in May with b&w fractional pages in *Electrical Light & Power, Hardware Age* and *Industrial Equipment News*. A consumer drive, using newspapers; magazines and possibly tv, will be kicked-off in the fall. No budget has been set.

NFAA Adds Three Members

The National Federation of Advertising Agencies has elected Tally Embry Inc., Miami; Melvin Co., Las Vegas, and Capital Advertising, Lansing, Mich.

"Write the vision, and make it plain upon tables, that he may run that readeth it"

HABAKKUK 2:2

To "make it plain" today in the pages of Simmons-Boardman magazines, our editors:

1. Use big pictures and short words;
2. Boil down copy, skimming off the fat;
3. Organize articles for selective reading;
4. Make fast-working layouts, to speed the big idea into the reader's mind.

What's good for the reader is doubly good for the advertiser:

He gets wide-awake readers—with the time and inclination to pursue ideas in his advertising.

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers with Simmons-Boardman Time-Saver *magazines*

THE FIRST 50 ADVERTISERS ON

THOSE WHO USE US MOST...KNOW US BEST

Shown opposite is the alphabetical listing of WJR's Top Fifty 1959 advertisers. Shown also is the 6-year history of their use of WJR . . . a documentation of the consistency of their reliance on WJR as an important part of their over-all advertising strategy.

The major business classifications represented are:

Food, Drugs, Beer, Gasoline Products, Insurance, Travel, Automotive Manufacturers and Suppliers, Agriculture, Banks, Savings Associations, Publications, Public Utilities, Industrial, Retail Stores.

Those advertisers marked with an asterisk (*) are headquartered in WJR's neighborhood . . . their executives know our programming, our area interests, our management, our business practices. In short . . . they know us.

ADVERTISER	YEARS ON WJR					
	1960	1959	1958	1957	1956	1955
* A & P (FOOD STORES)	•	X	X	X	X	X
AMERICAN TOBACCO COMPANY	•	X	X	X	X	X
ARMOUR & COMPANY		X				
* [illegible]	•	X			X	X
[illegible]	•	X			X	
[illegible]	•	X				X
* [illegible]	•		X	X		X
* [illegible]	•		X	X		X
* [illegible]	•		X	X		X
* [illegible]	•		X	X		X
* [illegible]	•		X	X		X
* [illegible]	•		X	X		
* [illegible]			X			
[illegible] AIRLINES			X	X		
[illegible] COMPANY			X	X		
* [illegible]			X	X		
* [illegible]			X	X		
* [illegible]			X	X		
* [illegible]			X	X		
* GENERAL MOTORS CORP			X	X		
* GMC [illegible]						
* [illegible]			X	X		
[illegible]						
[illegible]			X	X		
[illegible]			X	X		
[illegible]			X	X		
[illegible]	•		X	X		X
[illegible]	•		X	X		X
[illegible]	•		X	X		
[illegible]	•		X	X		X
[illegible]						X
METRO[illegible]	•	X			X	X
* MICHIGAN CONSOLIDATED GAS COMPANY	•	X	X	X		
* NATIONAL BANK OF DETROIT	•	X	X	X	X	X
NESTLE COMPANY (NESCAFE)	•	X	X		X	X
NORTHWEST ORIENT AIRLINES	•	X	X	X	X	
* OLDSMOBILE DIVISION	•	X	X	X	X	X
* PACKER PONTIAC COMPANY (DEALER)		X	X	X		
* PFEIFFER BREWING COMPANY	•	X	X	X	X	X
PHILIP MORRIS (TOBACCO)		X	X	X	X	X
* PLYMOUTH DIVISION	•	X	X		X	
REYNOLDS METALS	•	X	X	X	X	X
REYNOLDS, R. J., TOBACCO COMPANY	•	X	X	X	X	X
SCHLITZ BREWING COMPANY	•	X		X		
* SHEDD-BARTUSH FOODS	•	X	X	X	X	X
SHELL OIL COMPANY	•	X	X	X	X	X
* SPEEDWAY PETROLEUM COMPANY (GAS)	•	X	X	X	X	X
STANDARD OIL COMPANY OF INDIANA	•	X	X	X	X	X
* STARK HICKEY (FORD CAR DEALER)	•	X				
* STROH BREWERY	•	X	X	X	X	X
* TWIN PINES FARM DAIRY	•	X	X	X	X	X

• 1960 advertisers as of April 1960

Join the Top 50 and 181 other *live* advertising accounts on WJR, and cash in on the selling power of the dominant station in the heartland of the Great Lakes. Your Henry I. Christal or station representative has the details.

WJR

760 KC

50,000 Watts

DETROIT

Complete Range Programming
Something For Everyone

'Seven Cardinal Research Sins' Told by Baxter

MILWAUKEE, May 10—The "seven cardinal sins of research" were outlined last week to the Milwaukee Advertising Club by Dr. Richard H. Baxter, research director of Cunningham & Walsh.

The first cardinal sin, he said, is "cart-before-the-horse" research which is conducted before knowing just how such research may fit the client's needs. Such research, he said, often springs from a "curiosity" motivation, when someone asks a question in a meeting. To prevent it, he advised, "make a checklist of what you know and what you don't know. Then establish a priority of research action so that each successive research project will dovetail into the next."

The other sins:

• "Down the drain" research, that shouldn't have been done at all, because it has not been decided whether any action should be taken on the result.

"It is very important that a set of 'dummy' findings be prepared before the research is undertaken. These can then be examined to see what action, if any, might be taken," Mr. Baxter said.

• "Why-didn't-we-think-of-that?" research, which asks the wrong questions or asks the right questions in the wrong way, or asks the wrong people. The result is that certain information simply isn't obtained, and everyone asks, "Why didn't we think of that?"

• "Ho-hum" research, which gets nothing more than a big yawn from top management.

"Too often top management is not involved in research planning, or is not involved at all." Selling research to management requires that management have something to do with planning research. In this way, they see the need and look forward to the findings," he said.

• "Dead-end" research, that gets nowhere. It is filed and forgotten because of a default in follow-through.

"The research man must produce the research report and help interpret the findings in such a way that the company will want to do something about it," he said.

• "Gobbledygook" research—poor reporting of research findings or the ruining of good research by the use of jargon relatively foreign to the business man.

"Authoritative research has to be presented in understandable terminology," Mr. Baxter said.

• "Bits-and-pieces" research, conducted in piecemeal fashion, rather than as part of a total plan. Such research is often conducted on a "crisis" basis in an effort to settle an urgent problem that should have been the subject of programmed research, he pointed out.

■ What is needed, he said, is long-range scheduling of research, just like the other elements of good business management—not from day to day and week to week, but from month to month and from year to year. #

'Indiana Farmer' Opens Indianapolis Office

Indiana Farmer, Huntington, has opened editorial, advertising and circulation offices at 300 E. Fall Creek Blvd., Indianapolis. Earl G. Corson will be in charge of advertising.

Vernor Adds Exterminator

Vernor Advertising Agency, San Francisco, has been appointed to handle Northern California advertising and publicity for Rose Exterminator Co., coast to coast pest control company. The account formerly was handled by Wyckoff & Associates, San Francisco.

American Zinc to Gardner

American Zinc, Lead & Smelting Co., St. Louis, producers of slab zinc and zinc oxides has appointed Gardner Advertising Co., St. Louis, to handle its advertising. Ridgway-Hirsch Advertising Co. is the former agency of record.

Representing Transit Advertising in more than 250 major markets across the nation.

Sales records prove **action** . . . in terms of sales when transit advertising goes to work. There are lots of reasons. Color, motion, big size. Maximum exposure. Repetition. Market-wide circulation. All of the things that put **action** into merchandising. Your next campaign will get more sales **action** when transit advertising tells your story.

Mutual Transportation Advertising, Inc.

35 E. Wacker Drive, Chicago ● 500 Fifth Avenue, New York

who needs "yes men"?

YOU DO!

(You can't sell anything without them)

Every month, New Equipment Digest reaches thousands* of "yes men" at the moment they're ready to say "yes"—when they are MEN READY TO BUY!

These important buying influences extend across all of your key markets, and they have the authority to initiate or O.K. most every purchase order in their plant.

Reaching these key men at the right time is the selling climate N.E.D. sets up for advertisers. That's why more advertisers than ever before are using N.E.D. to: (1) search out new applications for their products (2) locate new buying influences (3) uncover important new customers in all industries and (4) maintain complete coverage of their present customers and prospects.

For an up-to-the-minute picture of industry's most active buying group, write for N.E.D.'s 1960 Data File: "Profile of Men in Industry Ready to Buy."

A PENTON PUBLICATION • Penton Bldg. • Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

ABC BPA

Now over 85,000 copies** (total distribution) **in over 46,000 industrial plants

NEW—*Mand Carpet Mills, Los Angeles, kicks off its first consumer advertising in the May Sunset Magazine on behalf of its Royalweve carpeting. The ad will be in two colors, black and blue. Malcolm Steinlauf Advertising, Los Angeles, is the agency.*

Despite Critics, Mounties Always Get Their Sale—on TV

MONTREAL, May 10—Some 3,000 "armchair critics," who earlier this year told the Canadian Broadcasting Corp. what they thought of certain tv and radio programs carried by the CBC, are a bit red in the face and squirming in their viewing chairs. And they have every reason to be.

When these critics, from all walks of life, volunteered to make a survey at the government's request and turned in their report, they included one dealing with the exploits of the Royal Canadian Mounted Police. The series dealing with this famous group, they said, was presented "in the wrong light," was "unauthentic, amateurish and made up of muddled plots."

Now, however, in spite of all this criticism of the lads in redcoats who "always get their man," comes word from the government that the tv film series "R.C.M.P.," has been purchased for showing in the U.S. from Crawley Films, Ottawa, by a division of NBC at "the highest price ever paid" for a Canadian film production. The price, however, was not disclosed. The sale was to California National Productions, an NBC division. It is expected that U.S. viewers will be able to start following the adventures of Cpl. Jacques Gagnier, played by Canadian actor Gilles Pelletier, in June.

And just to make Canada's "armchair critics" of the Mounties a little more upset about the whole thing, the British Broadcasting Corp., ADVERTISING AGE learned, is to go on the air with the series in July. Australia is taking up the series later this year and Freemantle International Inc., worldwide tv film distributors, report sales of the series in Europe and several South American countries.

Myrbeck to Build New Offices

S. Gunnar Myrbeck & Co., Quincy, Mass., will begin construction this summer on a new two-level office building to be located at the junction of three major highways near the Quincy-Braintree boundary. The company is also expanding its office staff and facilities in its Washington, D. C. branch.

Cullinan Opens Mail Agency

George Cullinan has opened a direct response advertising agency, George Cullinan Organization, with offices at 20 N. Wacker Dr., Chicago. Mr. Cullinan was formerly a director and vp in charge of sales of Aldens Inc. and most recently was a vp of Harry Schneiderman Inc.

Groody Adds Three Accounts

Groody Advertising, New York, has added three new accounts. The semiconductor department of Westinghouse Electric Corp., Youngwood, Pa., has named Groody to handle its recruitment advertising. Century Advertising formerly handled the account. Groody also handles recruitment for the Bettis atomic power division and for the atomic power department of Westinghouse. Reeves Instrument Corp., Garden City, N. Y., formerly serviced by Newmark, Posner & Mitchell, has also named Groody to handle its recruitment program. U. S. Transistor Corp., Syosset, N. Y., has named the agency to handle all of its advertising. Mitchell Advertising is the previous agency.

F&S&R Names Four

Robert J. McMahon, formerly vp and plans board chairman of Rumrill Co., Rochester, has joined Fuller & Smith & Ross, New York, as account supervisor on Westinghouse general products divisions. He succeeds James Woodson, who has resigned. F&S&R also has named Lloyd Gallary traffic supervisor and Eleanora Malone personnel manager in New York and Patrick C. Warfield a copywriter in Los Angeles. Mr. Gallary formerly was with Young & Rubicam; Miss Malone formerly was with R. H. Macy & Co. Mr. Warfield was with Batten, Barton, Durstine & Osborn.

Whirlpool Names Muldoon

Whirlpool Corp., St. Joseph, Mich., has appointed Raymond A. Muldoon sales manager of RCA Whirlpool automatic washers, succeeding C. Edward Reiner who has been appointed general manager of the Detroit sales division. Mr. Muldoon was formerly national advertising manager. At the same time Quentin B. Garman, formerly refrigeration division sales promotion manager, was appointed national advertising manager and Ronald I. Gow has been promoted from the Atlanta branch to assistant national advertising manager.

Heinz—Beech-Nut Suit Settled

The $9,000,000 anti-trust suit filed by H. J. Heinz Co. in 1958 against Beech-Nut Life Savers Inc. has been dismissed by mutual agreement. The litigation stemmed from a price war in California between the two companies in connection with the sale of baby foods and junior foods. Heinz charged price discrimination and unfair competition, and Beech-Nut filed a counterclaim seeking treble damages of $45,000,000.

ONE THING IS CLEAR...

KNXT is first in Los Angeles! See any of the past 61 consecutive Nielsens. Or just take a good look at these figures from the latest (March) report:

In a seven-station market, CBS Owned KNXT commands a 29% share of total-day audiences...a new high for the season. That's a sturdy 38% more than the second station, 53% more than the third. Also, 14 of the top 25 nighttime shows, 12 of the top 15 daytime shows are on KNXT.

To KNXT's clearcut numerical leadership, add a superior commercial climate, too. When, for example, 600 Southern Californians were asked (by the Institute for Motivational Research) to name the station "most likely" to carry advertising for a "progressive and research-minded company, which devotes quite a bit of effort to informing the public of new and improved products," 41% voted for KNXT... 32% more than named the runner-up station, 46% more than named the remaining five Los Angeles television stations combined.

Easy to see why farsighted advertisers, with an eye to profits in the nation's second market, continue to sell their products on the number one station.

CBS Owned · Channel 2, Los Angeles · Represented by CBS Television Spot Sales

KNXT

At DMAA Meeting . . .

Direct Mail Helped Neiman-Marcus Hit $41,000,000 Volume, Mailers Told

SAN FRANCISCO, May 10—More than 300 delegates to the first convention the Direct Mail Advertising Assn. has held on the West Coast since 1928 are now convinced that it must be fun to work for Neiman-Marcus.

"Direct mail," explained Robert C. Dawson, advertising director of the world-famous Neiman-Marcus of Dallas, "has been a powerful segment of our over-all advertising program and has helped appreciably to build the store's volume up to a substantial $41,000,000 a year."

The promotional experts in his audience were goggle-eyed at Mr. Dawson's review of how Neiman-Marcus got that way and at his tales of the store such as the one about the West Texas customer who each month sends the store a check for $12,000 "but whose wife and daughter still succeed in making it possible for us to send him a bill for additional money each month.

"Strangely enough," Mr. Dawson said, "all the stories you hear about Neiman-Marcus—or at least most of them—are true. It's probably the most widely talked about store in the world and sells more expensive apparel than any other store."

■ The store's national and international business in precious jewels reportedly is surpassed only by that of Tiffany, Cartier and Cleve, Von Arpel.

Less than half of its annual volume comes from Dallas business and the store has customers in all the states and 60 nations, with 2,800 active charge accounts in New York, 8,000 in California and 700 of them in San Francisco.

■ "These all are customers, people who buy," Mr. Dawson said, "and they are part of the closely guarded mailing list of 250,000 people to whom we send a great variety of direct mail material.

"These are the people who can buy the most," Mr. Dawson continued, "and to reach them Neiman-Marcus maintains a direct mail department, with its own staff and budget, separate from my 35-man advertising department staff. Some 30 people are necessary to just man the mechanical mailing list process and department.

"We over-spend on advertising and do it deliberately, although now that our stock is on the market and we are truly concerned with making a profit, my budget is a bit more squeezed than it used to be."

■ In addition to holding more than 500 fashion shows a year (occasionally flying a plane load of models and clothes as far distant as Mexico City), Neiman-Marcus sends out more than 300 completely separate and different direct mail pieces a year.

The store also uses four pages in each Dallas morning newspaper each day and two to three pages each afternoon.

Mr. Dawson was most proud of Neiman-Marcus' annual Christmas catalog, which he explained "takes all year to prepare, with 64 pages in both b&w and in color.

"Each year," Mr. Dawson said, "we put into the catalog a number of items deliberately designed to cause comment and create sales interest. Some of them are things only a sick maharanee might order, but darned if they don't produce sales."

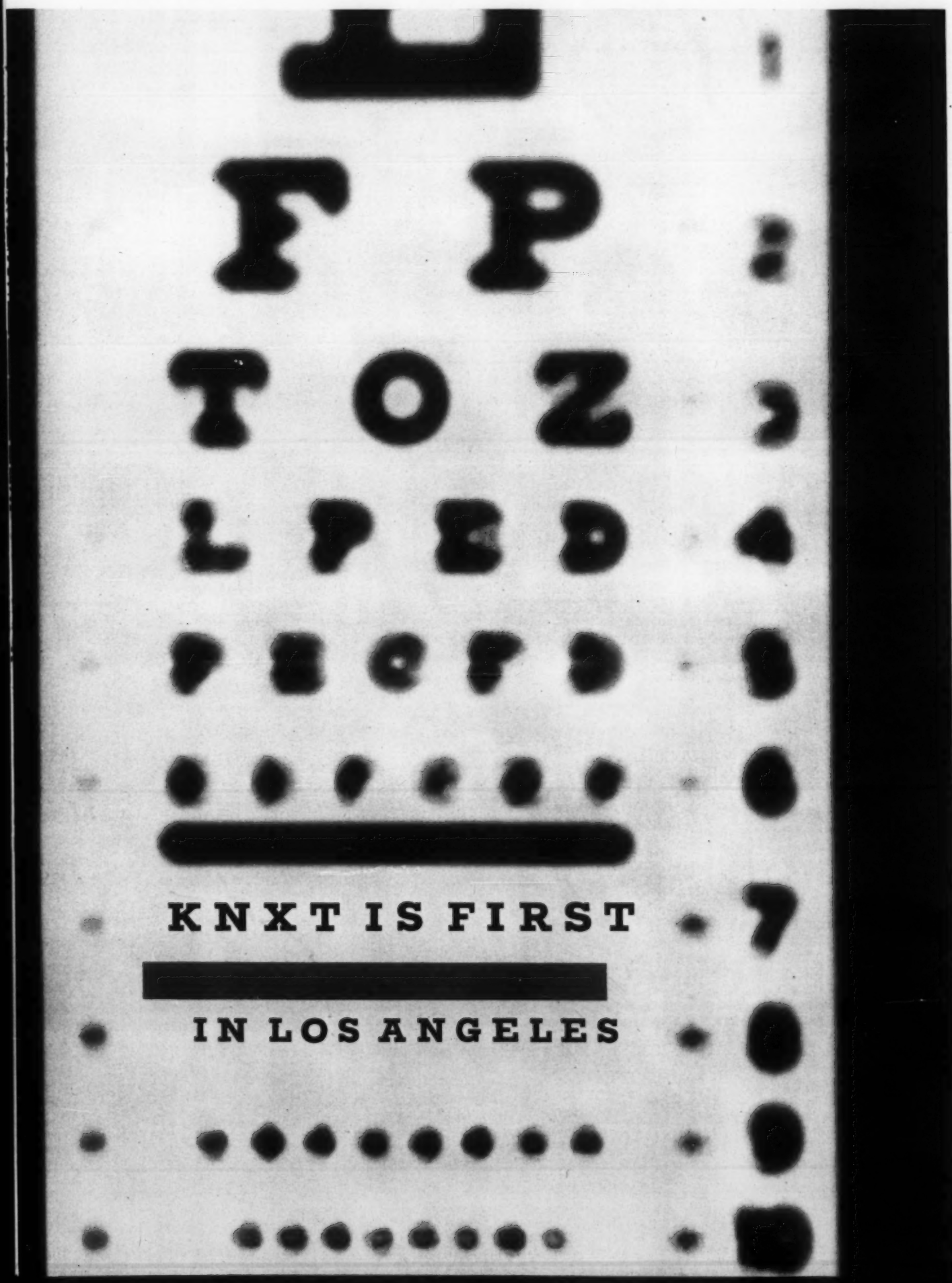
One item in the store's 1959 catalog for a $150,000 beach party package, resulted in 261 columns of publicity about Neiman-Marcus. #

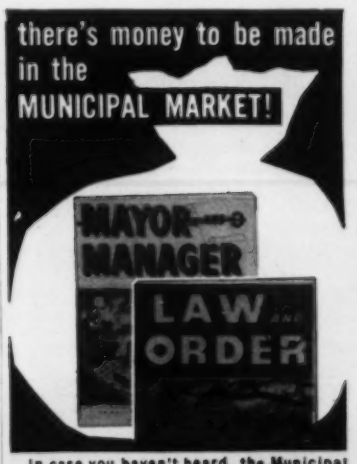
Renault Runs May Contest

Renault Inc. is running a national contest in May, offering 20 prizes, the winners to be chosen in a drawing. Each winner will get a round-trip air ticket to Paris for two, $250 expense money and a Renault car. The contest was first announced on the advertiser's tv special April 27. Kudner Agency handles Renault's radio-tv advertising. Extensive dealer support is planned.

Hatcher Joins Goodyear

James R. Hatcher, formerly an account executive with Cye Landy Advertising, Columbus, O., has joined the advertising department of Goodyear Tire & Rubber Co., Akron.





In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St • New York 36, N.Y. • MU 2-8866

Macy Pressured Supplier Promotion Aid in '58: FTC

WASHINGTON, May 10—The Federal Trade Commission charged last week that R. H. Macy & Co. pressured suppliers into contributing more than $500,000 toward the 1958 centennial of its New York division.

FTC said about 750 suppliers were asked to help underwrite promotions during the year, as part of a year-long series of events. At least 582 complied during 1958, paying Macy a total of $524,000. More money came in during 1959.

The commission said Macy's action violates Section 5 of the FTC law, by injuring suppliers and competitors. The commission contended suppliers are unable to stand up to demands from a store that has the purchasing power and prestige of Macy's.

The firm has 30 days in which to file an answer.

■ Meanwhile, in New York, FTC Chairman Earl Kintner told a group of garment industry associations that the Macy case is an example of the kind of pressures which are reducing the garment industry to chaos.

He said many industry members complain about pressure from the powerful buyers, but that they must not expect help from FTC unless they are willing to help the commission.

"The commission will not ignore this situation," he said, "but it cannot act on generalities. We shall need to discover and evaluate specific facts. The cooperation of each of you here will be important to the expeditiousness of any investigation and effectiveness of any remedy which may be developed."

■ He said many industry members will be called on to supply information which the commission will need for the Macy case.

Chairman Kintner emphasized that in discussing the terms of the complaint against Macy, he was not passing judgment on the truth of the charges. "That will have to await presentation of all the evidence," he stressed. #

Gintjee Joins Dymo Corp.

Thomas Gintjee, former art director of Royal Blueprint Co., San Francisco, and at one time with Batten, Barton, Durstine & Osborn, has been named assistant advertising manager of Dymo Corp., Berkeley, producer of embossing equipment for pressure-sensitive labels. The company's ad agency is Wyman Co., San Francisco, and the 1960 ad budget of $100,000 will be spent largely in trade publications, except for a consumer campaign late this year promoting a new product Dymo is now developing.

WGN Appoints Eidmann Program Syndication Head

WGN Inc., Chicago, has appointed Bradley R. Eidmann manager of program syndication of WGN and WGN-TV and Ben Berentson general sales manager of WGN-TV. Mr. Eidmann, who joined the company in 1950, was formerly general sales manager of WGN-TV. Mr. Berentson, formerly manager of WGN's eastern sales division in New York, will headquarter in Chicago. Edward R. Gerken, with WGN since 1940, will succeed Mr. Berentson as eastern radio sales manager.

Schick Sets $2,000,000 Drive

Schick Safety Razor Co., New York, reports it is spending $2,000,000 on a national and local campaign to introduce a new Schick injector custom blade, made of the "finest golden Swedish steel." All media will be used with the initial emphasis on Sunday comics and newspapers in major markets. The blade retails at 20 for $1.29. Compton Advertising handles the account.

Four Clients to Johnson

Johnson & Johnson Advertising, Evanston, Ill., has been appointed to handle the following accounts: Allied Mfg. and Sales Co., Chicago, distributor of the Shop Caddy; General Pool Products, Cleveland; Grand Specialties Co., Chicago, maker of materials handling equipment, and Resistors Inc., Cicero, Ill., maker of ceramic coated resistors.

KING-TV Boosts Bremner

Eric Bremner, formerly assistant promotion manager of KING-TV, Seattle, has been named promotion manager to succeed Mel Anderson, who has resigned and is on vacation in California.

IT'S **BACON'S** for **COMPLETE COVERAGE** of **MAGAZINES!**

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

Bishop White Adds Two Accounts: Names Rosebrook

Jeb Rosebrook, formerly assistant advertising manager of Diamond's Park Central department store, has joined Bishop White & Curtis, Phoenix, as an account executive.

At the same time Jokco Mfg. Co., Mesa, Ariz., and Sunset Plastics Co., Salt Lake City, have appointed Bishop White to handle their advertising. Bishop White has also become corresponding agency for Speer Advertising Agency, Los Angeles. The Speer agency will likewise act as corresponding agency for Bishop White.

Travelers Insurance Boosts 4

Travelers Insurance, Hartford, has made four shifts to new posts in its public information and advertising department. Walter M. Harrison Jr. has been named advertising manager, Colin Simkin sales service manager and George Malcolm-Smith associate manager for publications. All were formerly assistant managers. Fred W. McDonald, formerly public information supervisor, has been named assistant manager for public information.

'Farm Quarterly' Names Reps

Farm Quarterly, Cincinnati, has named Richard S. Kendick, 1302 Clairmont Rd., Decatur, Ga., as representative in the southeastern states, and Robert H. Heidersbach, Denver, of McDonald-Thompson Publishers Representatives, as representative in Texas and Louisiana.

Pretty Products Names Agency

Pretty Products Inc., Coshocton, O., maker of rubber houseware items and other products, has named Byer & Bowman Advertising Agency, Columbus, to handle its account.

OUTDOOR USES PAPERS—*This is one of six b&w fractional page ads being used by Outdoor Advertising Inc., New York, to promote the medium in the Chicago Tribune, Detroit News, New York Herald Tribune, New York Times and San Francisco Chronicle. This ad, running in May, is by McCann-Marschalk, New York.*

'Enquirer' 6-Month Net Hits $601,599

CINCINNATI, May 10—The *Cincinnati Enquirer* has reported record revenue and profit for the six months ended March 31.

At the same time, directors of the *Enquirer* voted a quarterly dividend of 30¢ a share on common stock, payable June 30.

The newspaper reported net profit for the six-month period of $601,599, equal to $1.43 a share. For the six-month period a year earlier, the *Enquirer* showed a net profit of $234,027, equal to 56¢ a share. Total revenues for the six months ended March 31 rose from $8,590,526 in 1959 to $9,532,295. #

Chevrolet Increases TV Ads

Chevrolet division of General Motors has increased its tv network advertising scheduled for the 1960-'61 season by half an hour, carrying three network shows each week instead of two. Beside the "Dinah Shore Chevy Show" (NBC) each Sunday, the company will sponsor "My Three Sons" (ABC) on Thursdays and "Route 66" (CBS) Fridays. It has dropped "Pat Boone Show" (ABC) Thursdays.

SAC IN TRANSITION

A Special Aviation Week Report on the Strategic Air Command's Transition into the Aerospace Age

The changing role of the Strategic Air Command in the national defense picture will be featured on June 20th in a special 36-page report prepared by AVIATION WEEK editors with on-the-spot coverage of the SAC Command—The nation's shield against aggression.

This exclusive report will be published in answer to the growing requirement for an improved national understanding of SAC's changing role as the primary deterrent force guarding national security. The annual R&D issue will be devoted to this message which is today's most challenging subject.

The Strategic Air Command's deterrent position has undergone complex and fundamental changes in its transition to a Strategic Aero-Space Command—with its formidable bomber fleet soon to be reinforced by intercontinental ballistic missiles operationally deployed to instantly counter any aggressive action.

The transition of SAC is one of the most rapid and exciting events in the history of our nation and its defense. What SAC needs, what lies ahead and the weapon systems to be employed in the immediate future will be key subjects included in this first-time technical evaluation. The impact of new technologies and weapon systems has changed the entire defense concept and the response of SAC to these new requirements has been effective and positive.

AVIATION WEEK editorial teams are now engaged in the compilation of the new SAC story—one that will generate world-wide readership. This issue, "SAC In Transition," offers manufacturers and suppliers of the aerospace industry an unusual opportunity to advertise and identify their role in the national defense effort.

Aviation Week and Space Technology

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

© AVIATION WEEK McGRAW-HILL PUBLISHING CO.

"You mean I can get large size,* quality printing in FULL COLOR and still save money!"
Yes, prove it to yourself! Just call or write.
* Up to 5000 sheets Up to 40 x 60 size!
BLACK BOX
BLACK BOX COLLOTYPE STUDIOS, Inc.
4840 W. BELMONT AVE. CHICAGO 41

the Fifth of a series

Once upon a time there was a transportation problem...

Still is . . . in New York. That's because so many people are on the go here, making and spending so much money.

New York has 4,000,000 autos, 2,000 buses, and who can forget its 18,000 taxis? Not when their meters tick off $175,000,000 a year, not counting tips.

One million commuters invade the city every weekday. Spend over $500,000,000 a year on fares. But that's small stuff compared to what's laid out in fares by the other 184,800,000 long-line passengers who annually ride the rails. Or the 13,600,000 who fly, or the 1,294,000,000 bus passengers. All of which is lightweight in turn alongside the 46,000,000 tons of freight moving in and out of New York by train and plane and boat each year . . . plus the tonnage moved by our giant trucking industry, which no statisticians have been able to total.

Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 • Doyle & Hawley: Los Angeles DU 8-2328

Of course, we all like to get around. Yet always some people travel a lot more than others. And the direct way to reach people who are going places is the Herald Tribune: "the market without waste". Of all New York papers, the Trib has the highest concentration of families with $7,000-and-up incomes (the ones you most easily sell at a profit). No wonder the Trib carries the fourth largest volume of general advertising of all U. S. newspapers. Your product travels fastest when you advertise where the New York money is . . . in the New York

Herald Tribune

San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898

WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A47 19 W. 44th St., New York 36, N. Y.

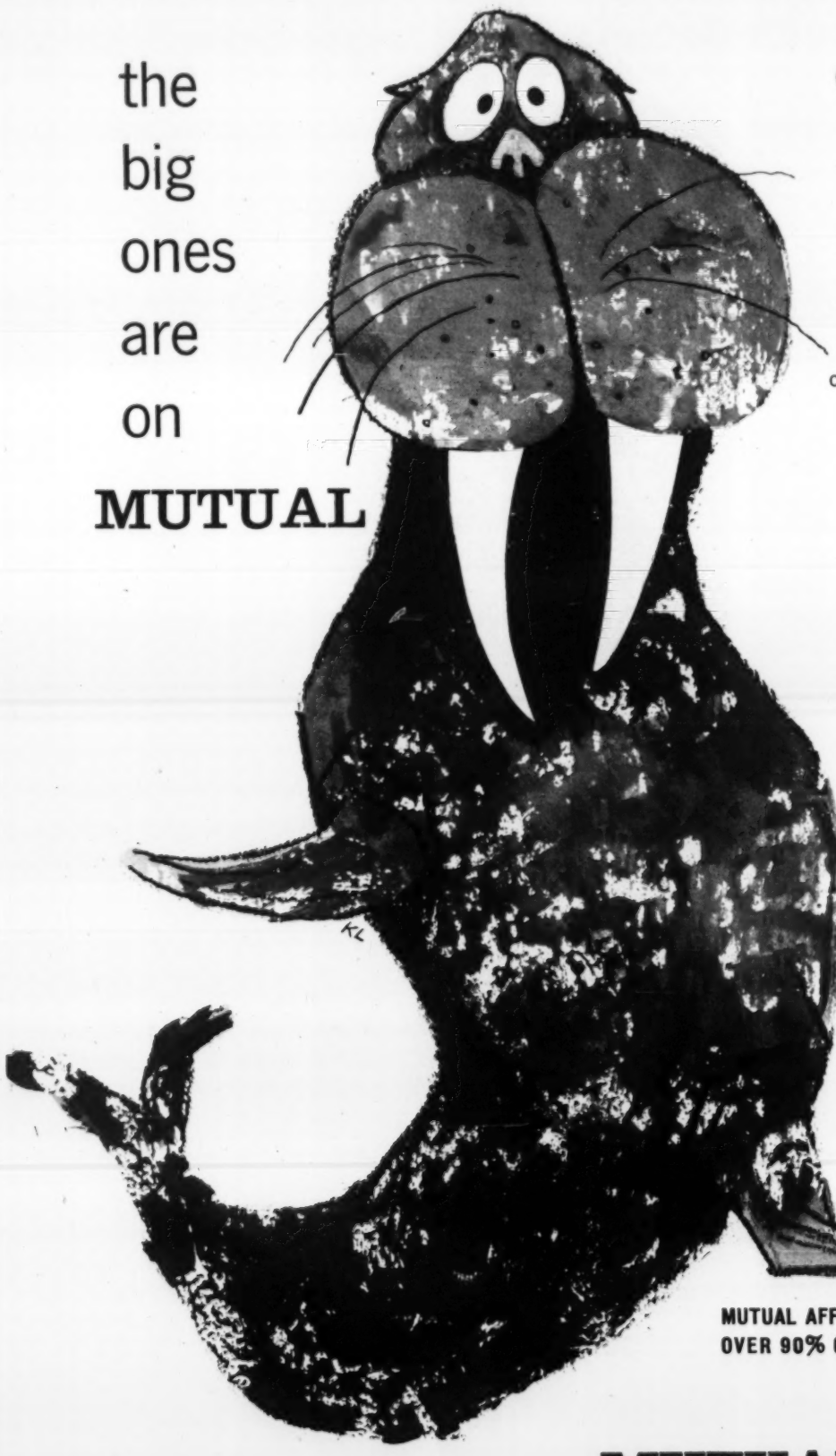
Healy Names Ford VP, Adds Pneu-Hydro Account

William G. Ford, an account executive on industrial accounts in the electronics and chemical fields, has been appointed vp in charge of sales of Healy Advertising Agency, Montclair, N.J. At the same time, Pneu-Hydro Corp., Cedar Knolls, N.J., manufacturer of hydraulic, pneumatic and cryogenic components, has appointed Healy Advertising to handle its trade paper advertising, direct mail and publicity.

'Life' Shifts Two

Life has promoted Stuart A. McKeldin from regional marketing representative in Chicago to its advertising sales staff in St. Louis, and Worthington (Tony) Mayer from regional marketing representative in New York and New England to model home merchandising manager in New York.

the big ones are on **MUTUAL**



GOOD COMPANIES ARE IN GOOD COMPANY ON MUTUAL

It makes good sense, too, because MUTUAL reaches more solid buying markets than any other network — some 450.

And when you stop to consider that MUTUAL offers these 450 area markets at the lowest cost (per one minute of commercial time) of any network — you've got a set of numbers that just can't be beat.

No wonder the following great companies and their agencies choose MUTUAL. No wonder more are choosing MUTUAL all the time.

ADVERTISERS

American Machine & Foundry (Pinspotter Div.)
American Telephone & Telegraph
Champion Spark Plugs
Chrysler Corp.
Church & Dwight, Inc.
Curtis Publishing Co.
Ex-Lax, Inc.
Ford Motor Co.
Fram Corp.
R. T. French Co.
General Foods General Mills General Motors
H. D. Lee Co.
Ligget & Myers
Monroe Auto Equipment Co.
Pepsi-Cola, Inc.
Pharmaco, Inc.
Phillips Petroleum
Quaker State Oil Refining Corp.
R. J. Reynolds
Scott Paper Co.
Sinclair Refining Co.
Walker Marketing Corp.

AGENCIES

Aitken-Kynett
N. W. Ayer.
B. B. D. O.
Brown & Butcher
Leo Burnett
Campbell-Ewald
Cunningham & Walsh
Dancer, Fitzgerald, Sample
William Esty
Foote, Cone & Belding
Geyer, Morey, Madden & Ballard
Grey Advertising
Chas. W. Hoyt
Kenyon & Eckhardt
Knox-Reeves
Lambert & Feasley
McCann-Marschalk
Ogilvy, Benson & Mather
J. Walter Thompson
Young & Rubicam
Warwick & Legler

MUTUAL AFFILIATES ARE GIVING NETWORK CLIENTS OVER 90% CLEARANCE IN PEAK DAYTIME HOURS

MUTUAL
BROADCASTING SYSTEM

The World's Largest Network—a service to independent stations

Chesebrough-Pond's Sets Bigger Budget for '60, Straka Says

NEW YORK, May 10—Lloyd V. Young, president of the international division of Chesebrough-Pond's Inc., was elected chairman of the board of directors last week, succeeding Arthur B. Richardson, who is retiring after 46 years with the company.

Jerome A. Straka continues as president and chief executive officer, and Mr. Richardson retains his seat on the board of directors.

At the annual shareholders' meeting last week in answer to a question by a stockholder, Lewis D. Gilbert, Mr. Straka said the company spent "just about the same" for advertising last year as it did in 1958 and there would be a "slight rise" in 1960.

■ Mr. Gilbert was asked if the "$4,400,000 estimated in ADVERTISING AGE" for media expenditures in 1958 was an accurate figure. Mr. Straka replied that the figure "was quite a bit out of line for one basic reason. We spend a lot more than that."

He explained that Chesebrough-Pond's has a large investment in spot tv "which is hard for them to pick up."

[Ed. Note. AA's total estimate of Chesebrough-Pond's domestic advertising was $10,000,000 plus an additional $5,000,000 for foreign advertising. Of this total, measured media figures were reported at $6,883,171 of which $1,625,070 was for spot tv. The original source for the measured spot tv figures is N. C. Rorabaugh, supplied through the Television Bureau of Advertising.]

A Pond's Flowing Cold Cream was put into test markets on the Pacific Coast, and will go national by the end of the year if it is successful, Mr. Straka told the meeting. Sales of Vaseline Petroleum Jelly, the company's oldest product, increased 28% in the last two years, and Vaseline hair tonic has the largest proportion of total advertising, Mr. Richardson said. #

Molesworth Adds Two Offices

Molesworth Associates, New York, advertising and public relations agency specializing in industrial science and technology, has established offices in Los Angeles and Scottsdale, Ariz. Milt D. Hill, formerly a principal in H-R Public Relations, Scottsdale, has been named vp in charge of the new offices and will be located in the Los Angeles office, 190 N. Canon Dr., Beverly Hills. Molesworth has assumed control of H-R Public Relations, 7111 E. Coronado Dr., Scottsdale.

BBDO Appoints Three

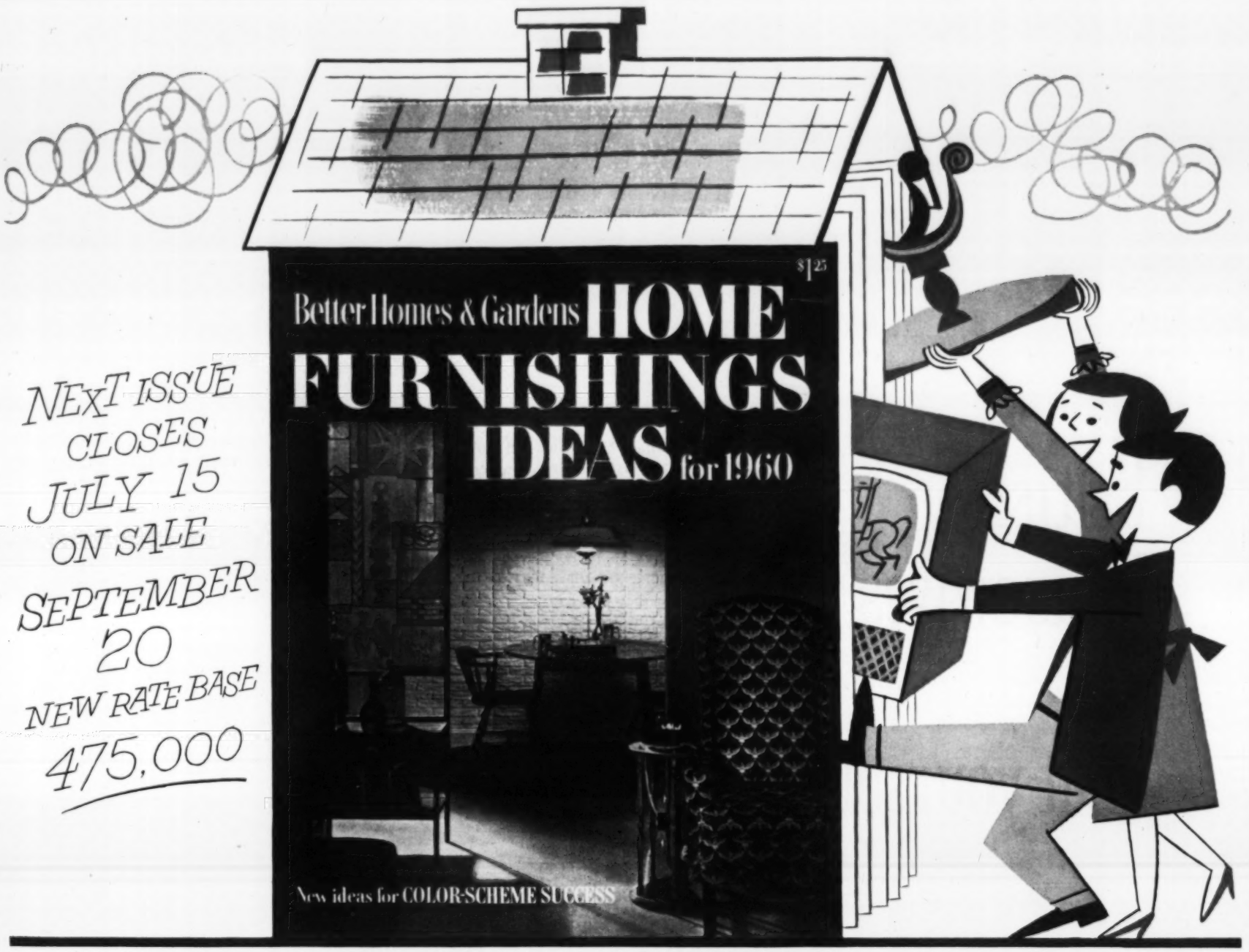
Batten, Barton, Durstine & Osborn, New York, has named Charles R. Gravina an account executive and Joseph T. Tranchina an art director. Mr. Gravina formerly was with Amos Parrish & Co. Mr. Tranchina previously was with Sullivan, Stauffer, Colwell & Bayles. Herbert Briggs, formerly with Young & Rubicam, San Francisco, has joined BBDO's San Francisco office as an art director.

Senseney Joins Joslin

John H. Senseney has joined Joslin Advertising Co., St. Louis, as a vp and member of the board. Mr. Senseney was formerly commercial manager of the St. Louis Public Service Co.

D. H. Margulis Joins Margulis

David H. Margulis, formerly an account executive at Benton & Bowles, New York, has rejoined Shaffer Brennan Margulis Advertising Co., St. Louis, in an executive capacity.



Sales Improver to 475,000 families

More sales—that's what every advertiser wants, isn't it?

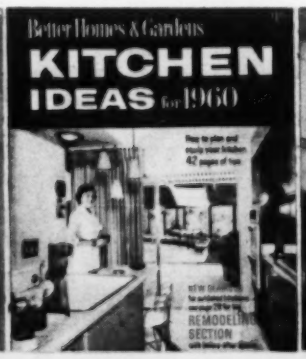
The 475,000 families who pay $1.25 at newsstand or bookstore for Better Homes and Gardens' Home Furnishings Ideas Annual are spenders. In a recent study, over half of the reader families had *purchased something shown or mentioned* in the issue. And—important to note—well over a third of the families had *purchased something similar.*

In this specialized Better Homes and Gardens climate of practical, how-to-do-it ideas, people are easily inspired to turn their future hopes and plans into present purchases. And where can you find a better Sales Improver than that?

5 MORE BH&G SALES IMPROVERS

Closes: June 15, 1960
On Sale: August 18, 1960
Rate Base: 165,000

Closes: August 15, 1960
On Sale: October 20, 1960
Rate Base: 600,000



Closes: October 14, 1960
On Sale: December 20, 1960
Rate Base: 225,000

Closes: November 15, 1960
On Sale: January 20, 1961
Rate Base: 185,000

Closes: December 15, 1960
On Sale: February 20, 1961
Rate Base: 135,000

MEREDITH of DES MOINES . . . *America's biggest publisher of ideas for today's living and tomorrow's plans*

Mechanization Names Two

Mechanization Inc., Washington, has transferred Willis S. Drake from its New York sales office to the Pittsburgh office to serve as district manager. William A. Rich, formerly employed as eastern representative for Rogers Publishing Co., Englewood, Colo., has been appointed to Mechanization's New York sales office. Mr. Drake succeeds David A. Lewis Sr., who resigned. Both men will represent three of the company's publications—*Mechanization, Mechannual* and *Coal Industry Purchasing Manual.*

Pa. Group Names Dronsfield

Western Pennsylvania Hometown Dailies, a group of 10 newspapers in the Pittsburgh area, has named Charles E. Dronsfield as sales manager. He is the former general advertising manager of News Publishing Co., publisher of the Ogden newspapers of West Virginia. He succeeds W. Edward Momeyer, who temporarily filled the post.

Official Films in Hollywood

Official Films, New York, tv film distributor, has opened a Hollywood office at 951 N. LaCienega Blvd. Howard Landau, supervisor of production on the West Coast, and Barney Mackall, West Coast sales representative, will head the new office.

Myrurgia Names Mitchell

Myrurgia Perfumes Distributors, U.S.A., has appointed Harold M. Mitchell Inc., New York, to handle Myrurgia advertising in the U.S. The account was previously handled by Jill Jessee.

What's Britain like as a market?

British housewives are do-it-yourselfers

In Britain housewives still look on groceries as the raw materials of, rather than substitutes for, good cooking. Indeed, in the North many housewives were either brought up, or are bringing their own children up, on home-baked bread. It's not that they are still in the Stone-ground Age – they prefer it that way.

Clearly, any U.S. grocery product whose advertising in Britain were not planned in the light of this knowledge could run into trouble.

That's the sort of reason why some of the largest American organizations choose a native British advertising agency to work with them in Britain.

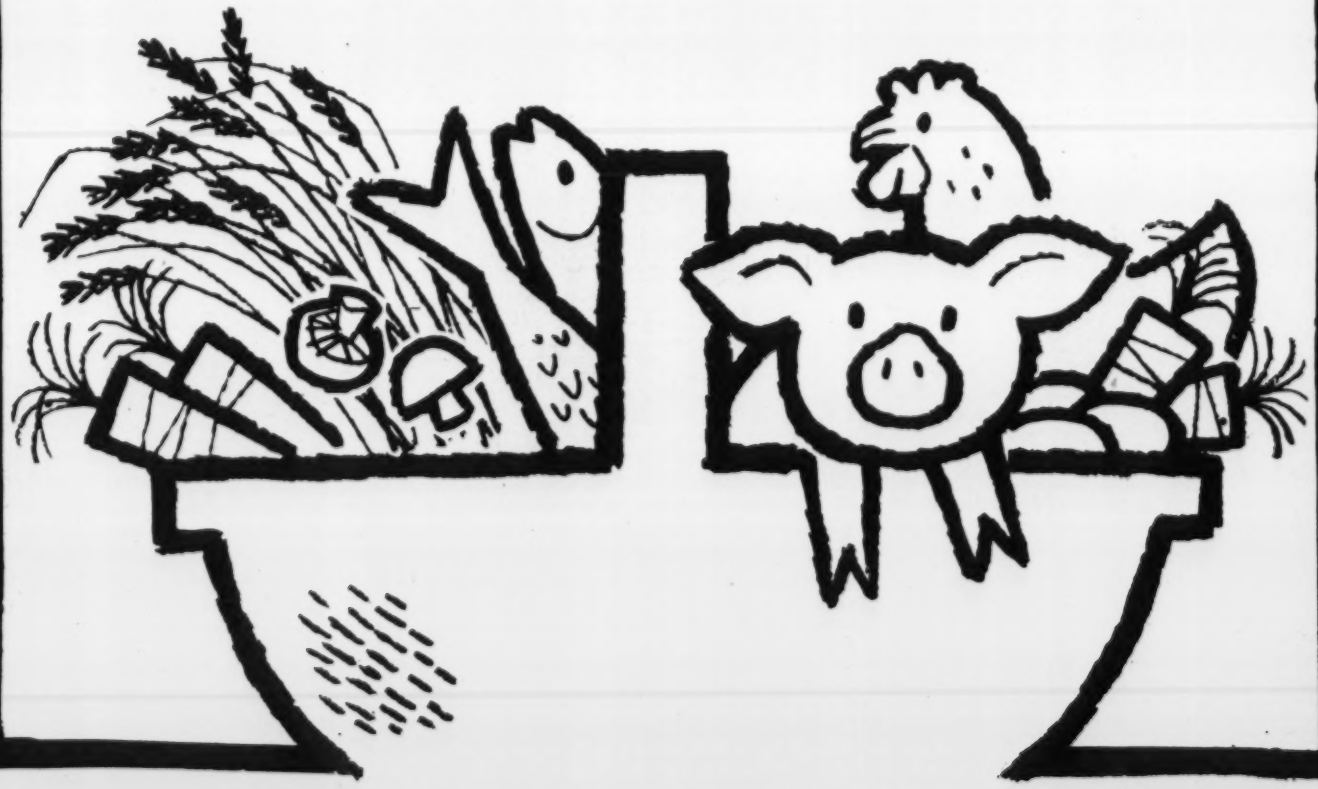
As one of the two largest agencies outside the U.S.A. we can quote a number of examples of our ability to integrate the American way of thinking with the British way of life.

How about you? Will you come and talk to us? Shall we come and talk to you? May we start by sending you a booklet about ourselves?

LPE

Advertising & Marketing

The London Press Exchange Limited, 110 St. Martin's Lane, London WC2, England



Penton Advances Nine Executives

CLEVELAND, May 11—Penton Publishing Co. has announced nine executive promotions in its business and editorial operations.

• David C. Kiefer has been elected vp-marketing of Penton, with responsibility for coordinating marketing and sales activities of all publications. He formerly was corporate marketing director and business manager of *Steel.*

David Kiefer

• Larry D. Brennan has been promoted from advertising sales manager to advertising director of *Automation.* At the same time, Russell C. Jaenke, Penton president, relinquished his position as business manager of *Automation.*

Larry Brennan

Sal Marino

• Sal F. Marino is the new business manager and co-publisher of *Steel,* and Charles A. Tallinger Jr. becomes advertising director of the publication. Mr. Marino was supervisor of Penton corporate promotion. Mr. Tallinger formerly was assistant business manager of *Steel.*

Charles Tallinger

Frank Steinebach

• Frank G. Steinebach has been promoted from editor to publisher and editorial director of *Foundry.* He will continue as vp and secretary of Penton. William G. Gude is the new editor.

• Appointed publisher-editor of *Automation* is Roger W. Bolz, formerly editor of the publication.

Roger Bolz

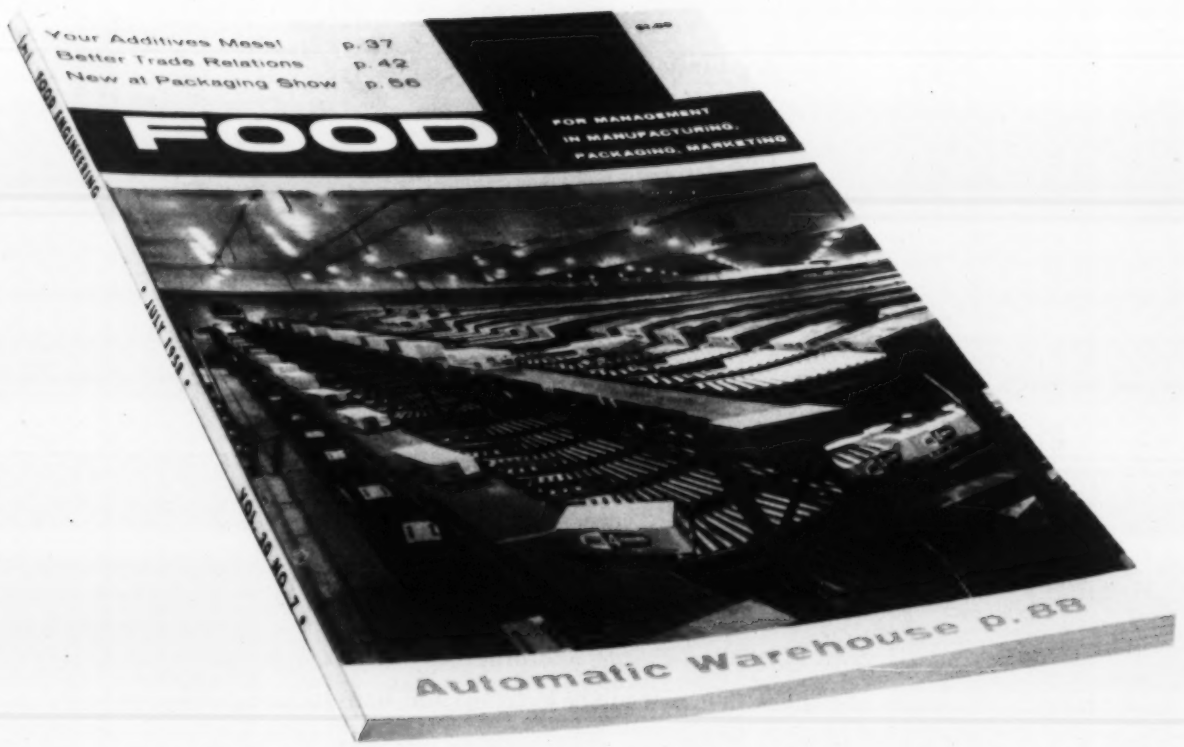
Robert Hartford

• Robert L. Hartford has been appointed publisher of *Machine Design.* He formerly was business manager.

In addition, Joseph P. Lipka has been elected a vp of Penton, in addition to his present duties as treasurer and assistant secretary. #

Bolt Joins 'Ingenue'

Alfred E. Bolt, formerly with Capper Publications, has joined the Chicago sales staff of *Ingenue.*


Your Additives Mess! p. 37
Better Trade Relations p. 42
New at Packaging Show p. 86
FOOD
FOR MANAGEMENT IN MANUFACTURING, PACKAGING, MARKETING
Automatic Warehouse p. 88

Why did we buy it?

Why, we bought it for you, of course!

As you may have heard, Chilton is the new publisher of FOOD Engineering. Since you have advertising dollars invested in this publication, or have counselled others to do so, or may even now be contemplating such a worthy investment, we feel we owe you an explanation.

Why did we buy FOOD Engineering? We really bought it for you. And that's a good, hardheaded, selfish reason. Because if it's good for you, it's good for Chilton ...

1. FOOD Engineering is, and has been for some years, the leading publication in its field.

2. It has always been published and edited to the highest standards, and we are proud to have it a Chilton publication.

3. It covers a field which is basic, huge and certain to grow even larger.

4. It is completely non-competitive with any other Chilton publication.

5. The Publisher, Editor, and other key members of the staff are coming with it, and will be welcome additions to the Chilton staff.

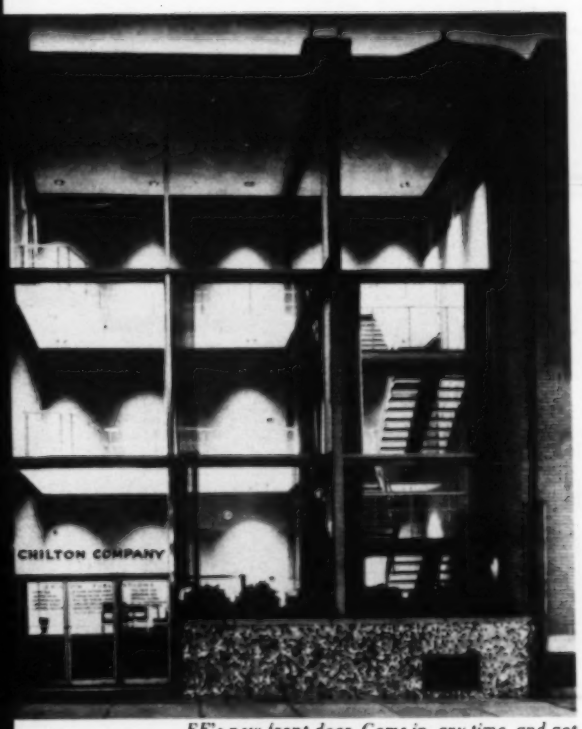
6. It fits perfectly into our whole picture, and is a logical step in our expansion program.

P.S. Everything's been going so smoothly in this transaction, we almost forgot to tell you that we begin (or continue?) publishing FOOD Engineering with the July issue. As of June 1, please mail all plates, copy, orders, communiques to *FOOD Engineering, A Chilton Publication, Chestnut & 56th Sts., Philadelphia 39, Pa.*

If it's good for you, it's good for Chilton

It keeps you in step with changing market conditions.

Food management men read it, prefer it.



FE's new front door. Come in, any time, and get acquainted with Chilton's people.

Editor Frank Lawler, Publisher "Bud" Riddell talk FE's bright future.

LEADER IN ITS FIELD . . . 32-year pioneer all-food industry publication...consistent winner all reader preference studies. Look for Chilton's modern circulation practices to build quality on quality. You want *leading* publications. So do we.

HIGHEST EDITORIAL STANDARDS... FOOD Engineering has led the way for better management methods, improved production and engineering techniques, packaging-at-a-profit and, more recently, marketing as it affects the job of every food plant manager. McGraw-Hill's editorial standards are as impeccable as Chilton's. Nothing less is good enough for the reader, nor for you.

HUGE, BASIC, GROWING MARKET... Ask your wife. The nation's food bill last year passed $70 billion ($54.7 billion at mfg. level). 1960 outlook . . . sales up 5.5%, profits up 7.5%, new plant and capital spending up 6%. Over 42,000 (U.S. Census) plants, an estimated 100,000 food company units. Watch Chilton's M-A-P (Marketing Assistance Program) grab hold of this field's vital statistics for you . . . to nail down the biggest-spending units, the buying power of the FE audience, product by product . . . to plan ahead with you.

COMPLETELY NON-COMPETITIVE... Today Chilton's 17 topflight publications deliver diversified, consequential markets, serve reading and buying interests ranging from automotive parts to zoomar lenses. Alphabetically, FOOD Engineering tucks in nicely right between *Electronic Industries* and *Gas*. Industrially, it means Chilton moves into another major market for you with its sights set to give you a medium of the stature of *The Iron Age* or *Automotive Industries* in their respective fields. It broadens our scope, enhances our editorial "intelligence", enlivens inter-company exchange of publishing ideas. It couldn't be more compatible — for you or for us.

KEY STAFF UNCHANGED . . . Grahame Riddell, present FOOD Engineering publisher, leads the parade to 56th and Chestnut, along with Editor Frank Lawler, who is already planning improvements and refinements in content. FE's reporter-writer specialists in technical-engineering, production, packaging, marketing, as well as other folks you like to do business with . . . they're aboard. What a superior staff we have to build on!

ANOTHER "RIGHT STEP" FORWARD . . . For the past 5 years, as you know, Chilton has pursued a forward-looking development program, marked by the addition or creation of such excellent publications as *Aircraft & Missiles*, *Butane-Propane News*, *Electronic Industries*, *Product Design & Development*, as well as the expansion of facilities of its established properties. This is reflected in the vastly increased number of readers we now serve, in new and welcome editorial responsibilities, in expanding, enlightened research operations, and in helping you take your goods to market at better profit. And, significantly, in our corporate good health. We want you to feel, as we do, that FOOD Engineering couldn't be in better hands.

Chilton

COMPANY Chestnut and 56th Streets Philadelphia 39, Pennsylvania

Aircraft & Missiles • Automotive Industries • Boot & Shoe Recorder • Butane-Propane News • Commercial Car Journal • Department Store Economist • Distribution Age • Electronic Industries • Food Engineering • Gas • Hardware Age • Hardware World • The Iron Age • Jewelers' Keystone-Circular • Motor Age • Optical Journal • Product Design & Development • The Spectator • Chilton Research Services • Business, Technical and Educational Books

David Hearst to Head Hearst Corp. West Coast Unit

George Hearst Is New L. A. Publisher; 4 Join From 'Sun-Telegraph'

LOS ANGELES, May 10—David W. Hearst, for the past 15 years publisher of the *Los Angeles Herald-Express*, has been named a vp and director of Hearst Corp. He will head a newly opened Hearst Corp. western office, with responsibilities for its interests in publishing, mining, timber and ranchland properties.

George R. Hearst Jr. succeeds David Hearst as publisher of the

George R. Hearst David W. Hearst

Herald-Express. The new publisher started with the company as a classified advertising salesman on the *Los Angeles Examiner*. From 1954 to 1956 he served as an assistant to the business manager of the *San Francisco Examiner*. He joined the *Herald-Express* in 1956 as assistant business manager, and was named business manager in June, 1957.

■ Additional changes were made in the newspaper's display advertising department, headed by Neil S. Hellis, advertising director. Clifford W. Barnhart, for the past three and one-half years retail advertising manager of the *Pittsburgh Sun-Telegraph*, has taken the same post with the *Herald-Express*. Roy S. Walker, previously retail advertising manager, assumed a new position as head of special retail sales.

Three men previously retail display salesmen for the *Pittsburgh Sun-Telegraph*, have assumed similar duties with the *Herald-Express:* Nicholas Hyman, Donald Gale and Lowell Calhoun.

'POST-GAZETTE' DROPS ITS NEW P.M. EDITION

PITTSBURGH, May 10—The *Pittsburgh Post-Gazette* and *Sun-Telegraph* have decided not to compete in the afternoon field with the *Pittsburgh Press*.

Effective yesterday, the *Post-Gazette* discontinued its afternoon editions, leaving the *Press* as this city's only afternoon newspaper. The *Post-Gazette* will continue to publish morning editions and a Sunday newspaper. The *Press* also publishes on Sunday.

Last month, the number of dailies here was decreased from three to two when the *Post-Gazette* purchased the *Sun-Telegraph* (AA, May 2). The *Post-Gazette* has been an a.m. newspaper, while the *Sun-Telegraph* was a p.m.

■ At the time of the purchase, Publisher William Block had said the two papers would be combined into a 24-hour, morning, evening and Sunday paper.

Asked why he had changed his mind, Mr. Block said: "We announced the 24-hour operation when we started out because we wanted the old *Sun-Telegraph* readers to read the combined paper. We were playing it by ear, and now we believe we can convert our new readers to morning habits." #

Marvella to Leber & Katz

Marvella Inc., New York, maker of costume jewelry, has appointed Leber & Katz, New York, to handle its advertising. A new theme, "Whoever you are, Marvella casts a beautiful spell," will be introduced. The previous agency is North Advertising.

Ostensoe Opens PR Offices

Donald P. Ostensoe, assistant vp and public relations manager of the First National Bank of Oregon, Portland, has resigned to open a public relations agency under his own name, with offices in the Congress Hotel, Portland.

Grinnell Joins S&F

C. C. Grinnell, formerly with Benton & Bowles, has joined Street & Finney, New York, as assistant to the president, succeeding Carl Stursberg, who has resigned.

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

Rheem Names Johnson & Lewis

Rheem Semiconductor Corp., Mountain View, Cal., manufacturer of silicon diodes, transistors and special electronic assemblies for military and high quality industrial applications, has appointed Johnson & Lewis, San Francisco, as its agency.

Crisafulli to Frank Inc.

Clinton E. Frank Inc., Chicago, has named Mary A. Crisafulli a radio and tv time buyer. She previously held the same post with Grant Advertising and H. W. Kastor & Sons Advertising, both in Chicago.

Crawford Promotes Harwood

J. Allen Harwood, formerly training manager for Crawford Door Co., Detroit, has been named merchandising manager, to be responsible for advertising, sales promotion, product promotion, distributor development and sales training.

Miller Joins 'Hartford Times'

George W. Miller Jr., formerly assistant advertising manager of the *Daily Chronicle*, Williamantic, Conn., has joined the national advertising sales staff of the *Times*, Hartford.

Naperala Joins Getz Agency

Jack Naperala has joined Getz & Sandborg, Beverly Hills, Cal., as art and production manager. Mr. Naperala was formerly art and production manager of Boylhart, Lovett & Dean, Los Angeles.

Wehr Joins 'SEP'

Henry C. Wehr Jr., formerly an account executive with Wilding Inc., Detroit, has joined *The Saturday Evening Post* as marketing manager for the automotive service industry.

CONSUMER PUSH—*American Distilling Co., New York, is using this four-color page in the June Ebony to promote Bourbon Supreme.*

American Distilling Push Uses Financial, News, Sports Books

NEW YORK, May 10—American Distilling Co. launched its 1960 campaign for Bourbon Supreme in *Newsweek* and *Sports Illustrated* this week.

Under a photograph of Williamsburg, Va., copy in the one-third page ad says, "An American dream, Bourbon Supreme, the bourbon that named itself." American Distilling will use 14 of these ad units in *Newsweek* and 13 in *Sports Illustrated*.

It will use two four-color pages in *Ebony* and three four-color fractions in *Esquire*, four in *Holiday*, and one each in *Newsweek* and *Sports Illustrated*.

A financial theme will be used in a series of ads to run concurrently in *Barron's National Business & Financial Weekly, Forbes*, and the *Wall Street Journal*.

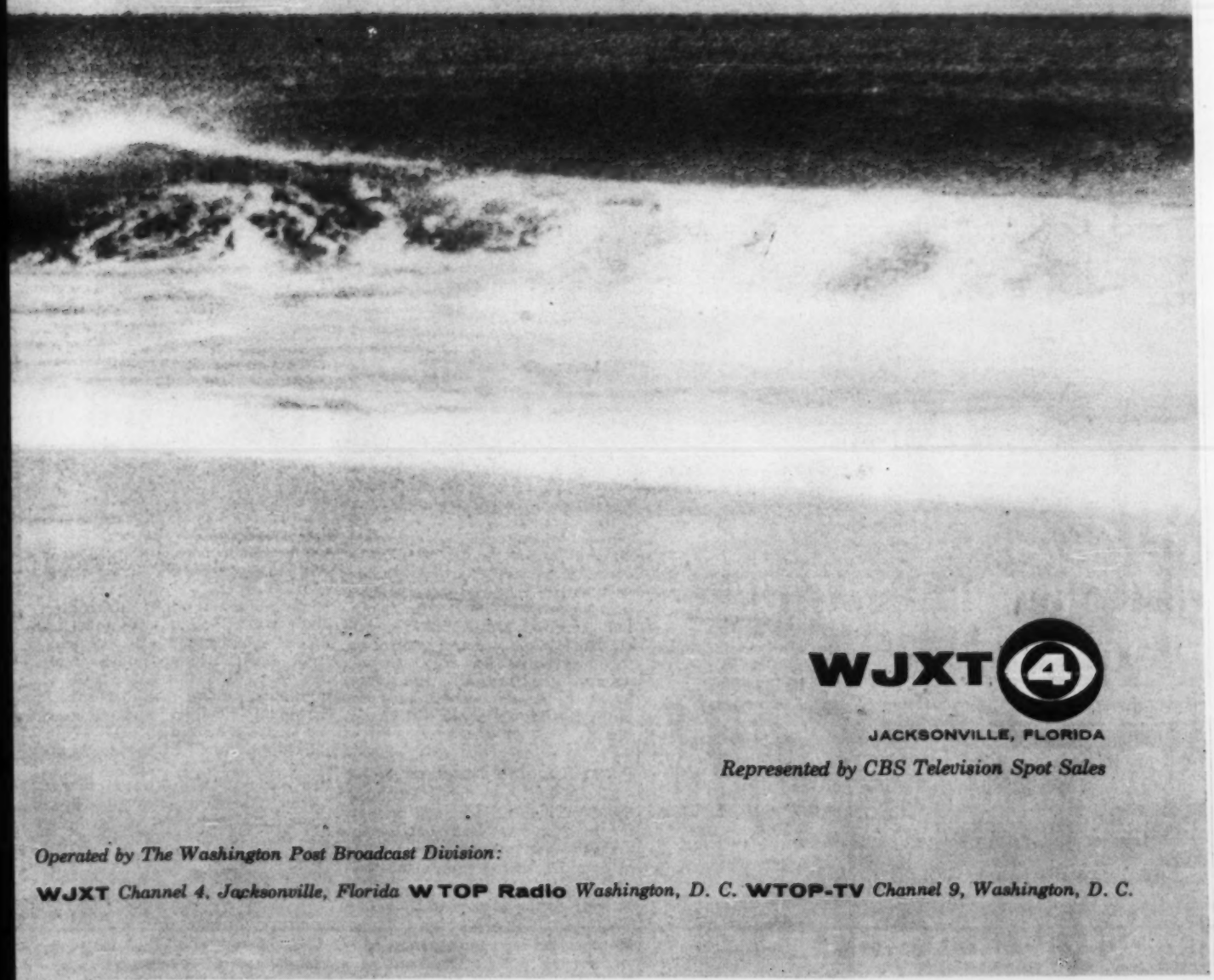
Trade advertising and merchandising also will be used in the campaign, which is handled by Fred Gardner Co. #

Auto Book Picks Agency

Motor Registration News, Oakland, Cal., has appointed Kennedy-Hannaford Inc., Oakland and San Francisco, to handle its advertising.

to Florida

There's **WJXT** in Jacksonville, where the figure coverage and the coverage figures both deserve a place in the sun! WJXT more than doubles your county coverage and triples your audience in the booming Northeast Florida-South Georgia region. The score on counties: 66 vs 28. The score on ratings: all but 6 of the top 50 shows on WJXT according to Nielsen. On every score, there's more, much more to WJXT!



WJXT 4
JACKSONVILLE, FLORIDA
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:
WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

This Week in Washington . . .

Congressmen Not Overjoyed at Harris Effort to Force Fair Trade Showdown

By Stanley E. Cohen
Washington Editor

WASHINGTON, May 12—Just when they seemed to be in the clear, House members discovered this week that they may still have to stand up and be counted on retail price maintenance, better known as "fair trade."

If it happens, retail groups which are trying to force a showdown will have Rep. Oren Harris (D., Ark.) to thank. Needless to say, Rep. Harris isn't likely to collect many bouquets from his colleagues.

The fair trade ghost has been hanging over Congress for at least three years, as retail associations seek an effective substitute for state laws which have been junked by one state court after another.

They persuaded Rep. Harris to spearhead the drive for a tough federal fair trade law. As chairman of the committee on interstate and foreign commerce, he effectively whipped their bill through committee last June. But so far his best efforts have failed to persuade the House rules committee to let it reach the House floor.

■ The game seemed to be lost two weeks ago, when the rules committee passed the word that it will not let fair trade be debated this year. However, Rep. Harris doesn't give up easily. Now he has invoked the ultimate legislative weapon—the discharge petition—to force the issue to the floor over the veto of the rules committee.

While he may succeed in rounding up the necessary 219 signatures, this is not the kind of move that is likely to make friends for Rep. Harris among the members of the House. A Presidential election year is admittedly an inopportune time to be forcing an issue involving price levels for many items which consumers buy. Until the Harris discharge move this week, most congressmen assumed the real showdown on "fair trade" would be postponed until after the next Congress assembles.

The move is particularly controversial because no one really expects fair trade to become law this year. If it reaches the White House, it faces certain veto, with no chance that Congress will prevail. Under the circumstances, many congressmen feel a bull whip is being applied for no real purpose other than to enable retail lobbies to tell their members that "fair trade" did better in this Congress than it did n the preceding one.

■ Neither fair trade nor the retail druggists who are its most dedicated sponsors are as popular and influential at the moment as either has been in the past.

Eight years ago, when fair trade laws needed patching, Congress acted virtually by acclamation, with only a handful of rugged individualists expressing doubt or opposition.

Nothing like that is likely today. Consumers are more price conscious, so congressmen are giving more thought to the political implications of a vote for price maintenance. They know that retailers make campaign contributions; but there are more consumers at the polls than there are retailers.

Moreover, the Washington news wires have been giving the public anything but a flattering picture of the drug industry. Many congressmen regard this as a particularly inopportune time to associate themselves with any measure which can be interpreted as a move to assure higher prices for the drug industry.

■ As a result of the investigations of Sen. Estes Kefauver (D., Tenn.), the public is acutely sensitive to drug industry profits. The high price of drugs is debated, too, in the developing hassle over health insurance for the aged.

Sen. Kefauver protests that his investigations are directed only at manufacturers, but his disclaimers provide little comfort for the druggists.

In this hostile climate, for example, druggists who went before Congress recently to support legislation outlawing mail order sales from the District of Columbia hit a solid wall of opposition. Some of the most effective opposition came from groups which help elderly persons obtain essential prescription drugs at advantageous prices. Government agencies also spoke up, assuring Congress that mail order sales do not involve danger to the public health.

■ About the same time that the retail druggists were trying to plow under the mushrooming mail order drug operators, druggists found themselves supporting new postal rules which make mail order sales cheaper.

An amendment passed by the House—and scheduled for Senate approval too—deals with the fact that prepackaged drugs with printed labels are mailable at bulk third class rates, while prescription drugs, with typed labels, must pay first class.

Since many drug stores must mail some prescriptions, particularly to customers on rural routes, drug industry groups want third class rates for all. They haven't figured a way to get it for themselves without making the same advantage available to the mail order operators. #

Industrial Agency Opened

Black-Russell-Morris, a new industrial agency, has been opened at 414 Elizabeth Ave., Newark. George Black, president, was formerly advertising and publicity manager of Sprout, Waldron & Co., Muncy, Pa.; Melville Morris, vp and treasurer, was formerly president of Circo Equipment, Clark, N.J., and Robert Russell, secretary of the new agency, was previously an art director of Sprout, Waldron.

Top Slice of the Mass Market

In the higher income neighborhoods of New York's mass market, The Mirror is strongest. Weakest in the slums.

Take a tip from New York's retail advertisers, who must get results. See how high among New York's seven dailies they rate The Mirror.

Make The Mirror a MUST!

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright—accusing your Agency, Client or personnel. SO—have our unique Excess INSURANCE, to cushion the claim—effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

"My daughters wanted to play bridge with us, so I worked out a kid's bridge game," Mr. Harrison explains.

Canada Dailies Name Southam President

TORONTO, May 10—R. W. Southam, publisher of the *Ottawa Citizen*, was elected president of the Canadian Daily Newspaper Publishers Assn. here last week at the group's annual meeting.

He succeeds J. P. Hogue, general sales manager of *La Presse*, Montreal. J. R. H. Sutherland of the *News*, New Glasgow, N. S. was elected 1st vp.

The CDNPA also granted recognition to 89 advertising agencies. These included Batten, Barton, Durstine & Osborn; Leo Burnett Co.; Cockfield, Brown; MacLaren Advertising; McKim Advertising; James Lovick & Co.; J. Walter Thompson Co.; Vickers & Benson and Young & Rubicam. #

Stauffer Chemical Appoints Myers Director of Advertising

Stauffer Chemical Co., New York, has appointed Elwood M. Myers to the newly created post of director of advertising.

Elwood M. Myers

Mr. Myers had been director of advertising for Victor Chemical, now a division of Stauffer, since 1956. He has been in various advertising and sales capacities with Victor since he started in the sales department in 1941.

BBDO Boosts Fox, Names 3

Eldon E. Fox, assistant manager of the Minneapolis-St. Paul office of Batten, Barton, Durstine & Osborn, has been elected a vp of the agency. He was advertising and sales promotion manager for the Edsel division of Ford Motor Co. before joining BBDO last year. Named to the Twin Cities office recently were Richard R. Rundel as creative research supervisor, a post he formerly held with Campbell-Mithun, Minneapolis; David C. Hurley as account executive, formerly with Howard H. Monk agency, Rockford, Ill., and James S. Stein as copywriter, formerly with Kerker-Peterson, Minneapolis.

Potter Appoints Donaldson

Donaldson Associates, Huntington, L. I., has been named by Potter Instrument Co. to handle advertising and publicity for its line of data processing equipment.

Turner Joins Mautner

Albert J. Turner has joined Mautner Advertising Agency, Milwaukee, as account manager. He formerly operated his own Milwaukee agency.

'Five Apples Redoubled'

Adman Harrison Scores Slam with Bridge for Tots

NEW YORK, May 10—Charles Harrison, creative director of Lester Harrison Inc., is providing the ultimate in service for a client. Not only does he create ads; he has now created a product to put in the ads.

The client in this case is Selchow & Righter Co., which sells a long line of games, including Parchesi and Scrabble. The company now has a new one, Bridge for Juniors, thanks to Mr. Harrison. And it's expected to be as brisk a seller as Scrabble for Juniors, the company's previous big success (which was the handiwork of the company's ad manager, Marion Stringer).

The Harrison game really started several years ago when the two Harrison daughters, then in grade school, decided they wanted to play bridge with their parents. Father thereupon worked out a simplified game in which the whole family could join.

■ "Then when Scrabble for Juniors became such a seller, we decided my Bridge for Juniors might be very marketable," Mr. Harrison told ADVERTISING AGE. He has now worked out several versions of the game to interest children of all ages from 5 up.

When the game was introduced in March at the New York Toy Fair, orders for 8,000 dozen games were signed up, in comparison to the 2,000 dozen which is average for a new game. Further success was forecast when re-orders began coming in before any shipments had been made.

The game is being introduced this month in Chicago and Detroit. If reaction is good, the game may be promoted nationally during May and June, although game advertising is usually held in abeyance from April through mid-September. This fall, the game will be promoted, along with Parchesi, Scrabble, Peanuts and Snoopy, via tv spots on kid shows.

Changes made in the game include renaming the suits to apples, strawberries, blackberries and plums. The cards have also been made child-size, and to facilitate the holding of a 13-card hand, each player gets a small rack to put his cards on. The game sells for $2. #

Benton & Bowles Elects 3 VPs

Benton & Bowles, New York, has elected three account supervisors, Bruce Allen, Paul Benson and Robert Young, vps.

THE Great SCRANTON-WILKES-BARRE-HAZLETON MARKET

* 3rd IN PENNA.

$168,850,000 IN FOOD SALES!

* TOTAL OF LACKAWANNA AND LUZERNE COUNTIES IN SRDS CONSUMER MARKETS - FEBRUARY 10, 1960

* 44th IN U.S.A.

The Scranton Times

SAWYER - FERGUSON - WALKER COMPANY, INC., National Representatives • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

Business America / 1

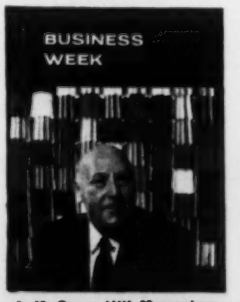
CITY OF BIG SHOULDERS

CHICAGO . . . *"city of the big shoulders,"* Carl Sandburg called it. Along its lakefront now you see ocean ships from all the world, busily adding a new label, "great seaport," to its business distinctions: "Nation's rail center," "Nation's air center," "meat and wheat center." Within its muscular metropolitan area lie 4% of U. S. retail activity, 6% of all manufacturing – and, logically, 5% of Business Week's U. S. circulation. What magazine can better match the needs of Business Week's 255 management subscribers at Motorola . . . the 295 at International Harvester . . . the 183 at Inland Steel? For there is no other magazine "like" Business Week. From its news bureaus around the world, it sends Business America the news for business use . . . swiftly enough to be fresh, but with pause enough to be selective and accurate. It has just one job, one kind of reader. In bustling Chicago, as everywhere in Business America, where you find Business Week you find management men – well-informed. And, well-informed by your advertising, they have the power to act.

max Kahn

A lithographed reproduction of this woodcut by Chicago's Max Kahn, size 15" x 22", is available when requested on your business letterhead.

You advertise in Business Week when you want to influence management men



A McGraw-Hill Magazine
330 West 42nd Street
New York 36, N. Y.

WHY GET MAD?

It's easy to stay in a happy frame of mind when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Carnation Launches Friskies Chicken Dinner in Midwest

Carnation Co., Los Angeles, has begun marketing its Friskies Chicken Dinner cat food in the Midwest, backed by a color ad in the May 7 *Saturday Evening Post* in seven midwestern states. The canned product was introduced in the West two years ago. Carnation has no immediate plans for expanding distribution of the product. Erwin Wasey, Ruthrauff & Ryan is the agency.

Birmingham Club Elects Sego

Frank J. Sego, president of Advertising Inc., has been elected president of the Advertising Club of Birmingham, Birmingham, Ala. Other new officers include Jim Chenoweth, promotion director of WAPI and WAPI-TV, vp; Doris Dodds Starnes, publicity director of the Birmingham Chamber of Commerce, secretary, and Oscar Goldsmith, business manager of *Southern Hotel Journal*, treasurer.

Researchers Should Improve Their Own Image: Santangelo

NEW YORK, May 10—Warning that the public image of research must be altered, Michael R. Santangelo, public relations director of Westinghouse Broadcasting Co., this week suggested that researchers (1) set up a code to guide the use of their findings and (2) get themselves a press agent.

Mr. Santangelo made his suggestions in a speech before the Radio-Television Research Council here this week.

"Everyone knows what research is," he said. "It's the independent company whose survey proves that two out of three prefer hexacholoroform. It's the assistant who juggles the figures so that his network's ad looks stronger in *Variety* than the other network's ad. It's the glamor of science in support of selling a product. It's the high ratings of the show which loses its sponsor because the mass audience isn't buying the product, or it's the low ratings of the show that everybody loves.

"It's the company which spends huge sums to prove facts they suspect are true. It's the scientists in the lab with white mice. It's a foolproof determination of Dewey's victory over Truman.

■ "The fact that these popularly-held views are inaccurate or fragmentary is far less important than that they are held by so many people, both in and out of the broadcasting industry. Research today means too many things to too many people, and it's time for a little consolidation of thought, a little image building of your own," the Westinghouse executive stated.

Mr. Santangelo advised the industry to work to blot out the image of researchers as introverted, bespectacled, intellectual mathematicians and "quantitative jugglers who can be bought rather inexpensively to compromise qualitative truths to meet pragmatic business needs."

A major step in the Santangelo campaign to upgrade the research industry image would be the setting up of a code of ethics to "dissuade or prohibit local station operators as well as networks from misleading or expedient claims and counterclaims and cross-comparisons."

■ To set up this code and to give researchers greater stature generally, it was suggested that they need an association, including a press agent who can help clarify what they have to say to the public.

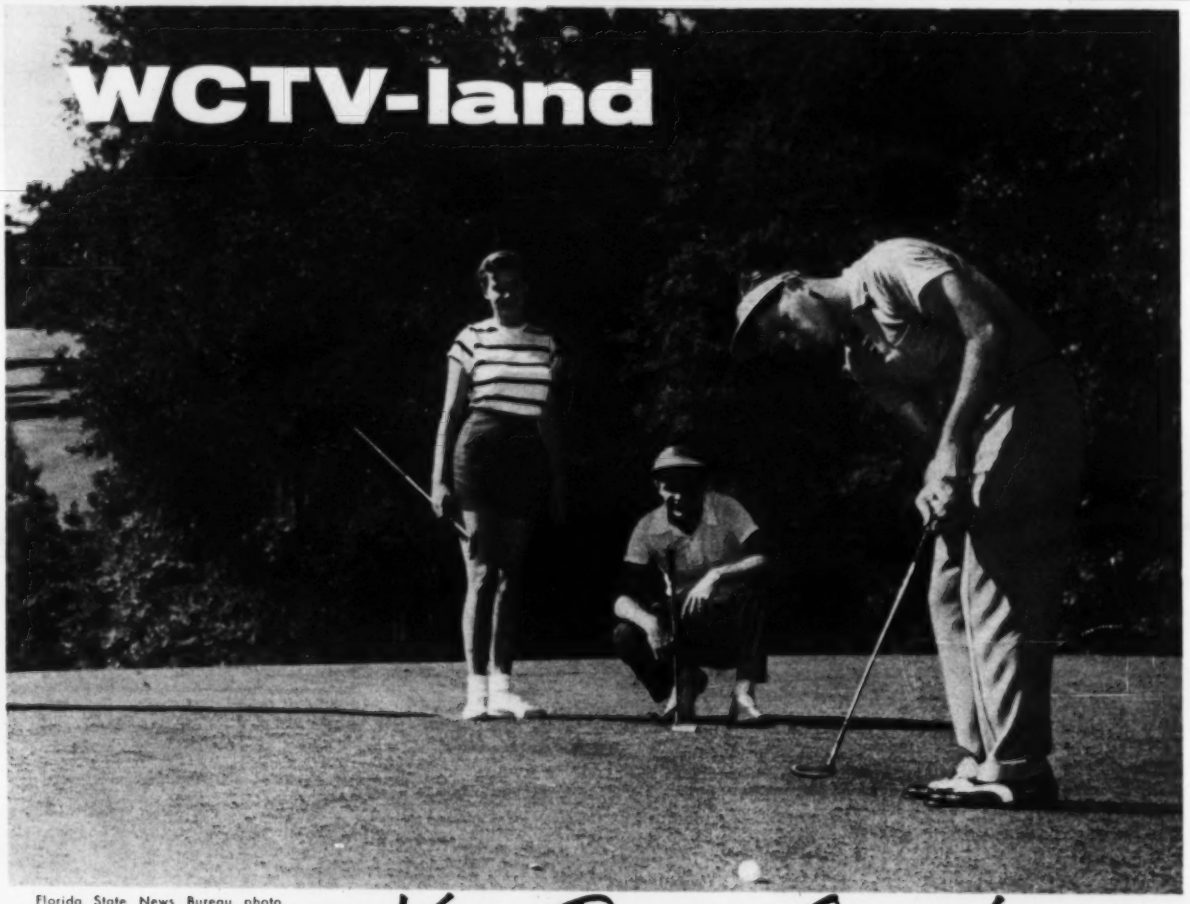
In the discussion period that followed the speech, the researchers seemed to agree that (1) their biggest problem comes from the use of their material by non-professionals—salesmen and promotion men in their companies, reporters, etc., over whom they have little, if any, control and (2) a code of ethics might prove helpful, though there was a variety of opinion as to how it should be set up and what it could cover. #

Connor to Join Knox Reeves

John W. Connor, vp and creative director of Cunningham & Walsh, San Francisco, will join Knox Reeves Advertising, Minneapolis, June 1 as copy, art and broadcast manager. He will succeed Wayne Hunt, who has retired.

Nat Buring Names Gross

Nat Buring Packing Co., New Orleans, has appointed H. M. Gross Co., Chicago, to handle advertising for King Cotton Meat Products. Fitzgerald Advertising, New Orleans, formerly held the account.



Florida State News Bureau photo.

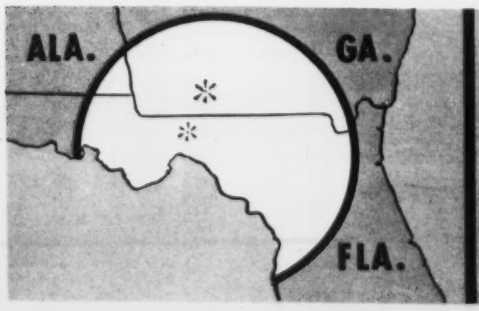
LAND OF *Year-Round Good Living*

AND YEAR-ROUND SPENDING, TOO!

The 52 county Tallahassee, Florida — Thomasville, Georgia area, served exclusively in its entirety by WCTV, is far enough South to afford its happy citizens year-round good living yet far enough North to permit it to escape the feast-or-famine business climate sometimes resulting from tourism.

This means high-level year-round spending - - - Tallahassee actually stands fifth in the U. S. in retail sales per household*. That's why so many leading brands place strong, long-term spot schedules on WCTV. Get the full story from Blair Television Associates.

**Annual Survey of Buying Power, 1959.*



WCTV

TALLAHASSEE 6 THOMASVILLE

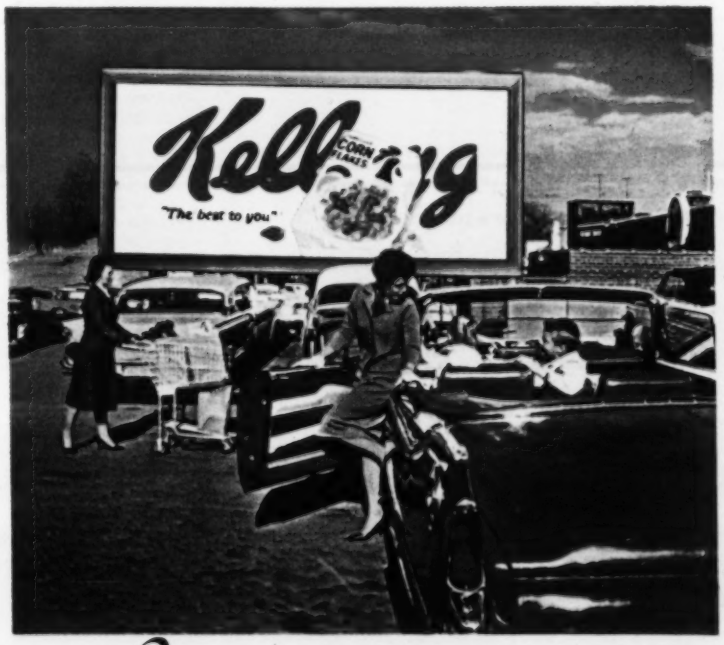
a John H. Phipps Broadcasting Station

BLAIR TELEVISION ASSOCIATES

National Representatives

1 *An average of 94% . . .*

2 *. . . of all the car-owning households in a market . . .*



3 *. . . are exposed to your messages . . .*

4 *. . . 21 times a month in Outdoor!*

OUTDOOR–the *Persistent* Primary Medium!

The tremendous *coverage* of Outdoor Advertising, combined with its tremendous *frequency*, adds up to *persistence* unequalled in any other advertising medium.

OAI OUTDOOR ADVERTISING INCORPORATED

With offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

Tucson

1959 BUILDING PERMITS:

$43½ MILLION*

*VALLEY NATIONAL BANK

THE LARGEST PERCENTAGE INCREASE IN THE ENTIRE ARIZONA MARKET

Tucson Continues on the Grow!

The Arizona Daily Star (Morning and Sunday) Tucson Daily Citizen (Evening)

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

NEW QUARTERS—*Herbert S. Valentine Jr. (left) and Earle K. Radford Jr., founders of Valentine-Radford, Kansas City agency, try out their new executive office for comfort. The agency recently moved into new modern-design offices on the fourth floor of the KMBC Bldg.*

NOW IS THE TIME TO ENTER

AD/UTOPIA

THE $25,000 CONTEST FOR AGENCY CREATIVE PEOPLE

This is a contest by PUCK—THE COMIC WEEKLY *for advertising agency artists and writers only.* It's a contest designed to bring to light the best advertising techniques for use in The Sunday Comics. It's a contest that handsomely rewards winning creative teams (both writer and artist) with duplicate prizes!

HERE'S WHAT YOU DO: Choose your partner (writer or artist). Pick any category of product with wide consumer appeal. Use any technique you wish—continuity strip, display, comic display or any other you can create. In your spare time write and put into comprehensive layout form your ad idea. Use black and white, or black and one color—or two colors—or full color.

Put your ad in any ½-page PUCK size. Make it horizontal (13½" wide x 9¾" deep); vertical (6⅝" wide x 19¾" deep); tabloid (9¾" wide x 13½" deep).

Submit typed copy with your comprehensive layout to Manchester & Kreer, Inc., 7 So. Dearborn St., Chicago 3, Illinois before close of business July 5, 1960. Be sure both writer's and artist's names, home addresses and agency affiliation are clearly printed on the back of your layout.

LOOK AT THESE PRIZES — 40 OF 'EM!

Artist and Writer win duplicate prizes!

	For the Artist	For the Writer
1st PRIZE	1960 Plymouth Sport Suburban V8-9 Pass Sta Wagon (Fully Equipped)	1960 Plymouth Sport Suburban V8-9 Pass Sta Wagon (Fully Equipped)
2nd PRIZE	1960 Valiant V200 4 Door Sedan (Fully Equipped)	1960 Valiant V200 4 Door Sedan (Fully Equipped)
3rd, 4th, 5th PRIZE	Philco Panorama VI Model #1916 Stereo	Philco Panorama VI Model #1916 Stereo
6th to 10th PRIZE	Philco TV Console Model #4672	Philco TV Console Model #4672
11th to 15th PRIZE	Philco Portable TV Model #3046	Philco Portable TV Model #3046
16th to 20th PRIZE	Philco Portable Stereo Model #1416	Philco Portable Stereo Model #1416

THESE DISTINGUISHED EXPERTS WILL CHOOSE THE WINNERS:

John Orr Young Famous advertising consultant.

Walter O'Meara Noted consultant; writer of many outstanding Sunday Comics advertising campaigns.

Al Dorne One of America's leading illustrators; Founder of the Famous Artists' School, Westport, Conn.

Milt Caniff Creator of Steve Canyon.

Tom Johnstone Johnstone and Cushing; Dean of Comics Advertising.

Phone or write Puck, The Comic Weekly at 575 Lexington Avenue, New York 22, New York, or Manchester & Kreer, Inc., 7 So. Dearborn St., Chicago 3, Ill., for a brochure completely explaining this contest and giving easy rules in detail.

PUCK The Comic Weekly

WANTED EACH WEEK IN MORE THAN 12,000,000 HOMES

Dell Names Callahan Exec Vp, Advances 4

NEW YORK, May 11—Several new management changes were announced today by Dell Publishing Co. and its subsidiaries, Dell Distributing and Dell International.

William F. Callahan Jr., former vp in charge of Dell books, has been elected to the new post of exec vp and chief operating officer of Dell and its subsidiaries.

At the same time, Paul R. Lilly, exec vp, formerly in charge of circulation sales for the publisher, has been named to head Dell's newly created department of customer development and also Dell publishing operations abroad.

In other appointments, the company has promoted Bryce L. Holland from assistant vp to vp in the publishing company. He also will retain his title of vp of subsidiary companies in charge of syndicate merchandising and toy division.

Carl W. Tobey, who has been sales manager of Dell books, also has been appointed a vp in Dell's distributing and international operations. Joseph C. Penell, vp of Dell subsidiaries as well as circulation manager, has been assigned additional responsibilities for the company's wholesaler operations. #

FTC Prohibits Chatham From Calling Gems 'Emeralds'

Federal Trade Commission has told Carroll F. Chatham, who manufactures his own emeralds in Chatham Research Laboratories, San Francisco, that he cannot call his gems "Chatham emeralds." The name as used in advertising among jewelry trade publications, the FTC rules, is "misleading and deceptive," and Chatham was ordered to stop using the word "emerald" to describe such stones unless it is preceded by a word such as "synthetic."

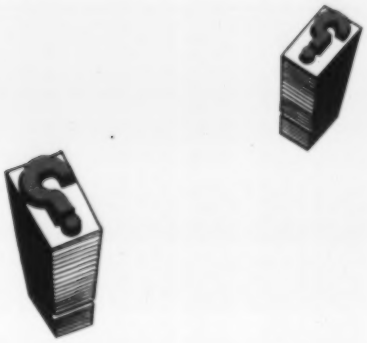
Mr. Chatham said he had talked to the commission and that one member had told him it would be permissible to use the term "Chatham created emeralds," a term he plans to use.

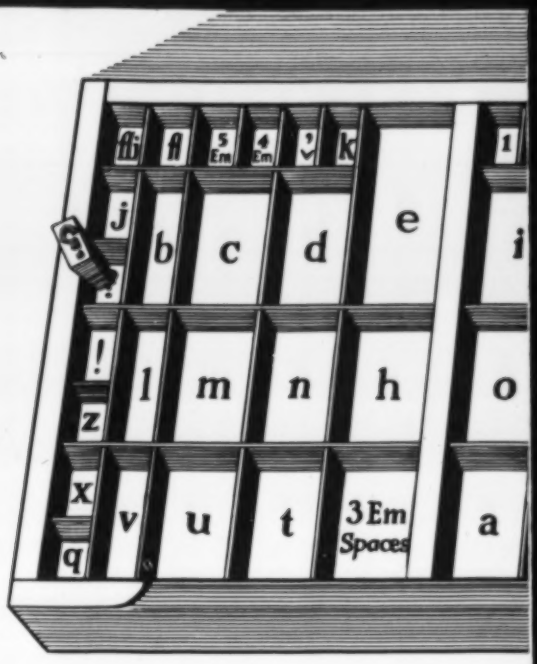
Phillips-Ramsey Acquires Ptak-Richter Advertising

Phillips-Ramsey, San Diego, has acquired Ptak & Richter Advertising, Phoenix, which has 18 accounts and billings of $500,000. The acquisition will boost Phillips-Ramsey's annual billings to $3,000,000.

Satz to Meldrum & Fewsmith

Norton I. Satz, former supervisor of public relations and employe communications, Packard Electric division, General Motors Corp., has joined Meldrum & Fewsmith, Cleveland, as an account executive.





DO YOU KNOW what kind of paper this is? No fair looking at the watermark. Clue #1: It's made with Neutracel® pulp. That's why the uniform level surface takes a crisper, clearer impression – the kind that keeps customers happy.

Clue #2: More secretaries type more letters on this bright, white sheet than on any other watermarked paper. They do their best work on it.

More help? Clue #3: Erasing mistakes is easy on this paper. But no printer makes a mistake when he gives a customer this best-known name in paper. It leads to profitable repeat business for you.

ANSWER: You guessed it! Hammermill Bond! To be exact, Hammermill Bond, Bond finish, Substance 24, white. Also available in 13 colors with envelopes to match. Why not use Hammermill Bond on your next job . . . and get all these advantages. Ask your Hammermill Merchant for the free Hammermill Bond sample book. And while you're at it, get a copy of the new Hammermill Bond Letterhead Portfolio. Hammermill Paper Company, Erie, Pennsylvania.

Supermart Sales Reach New High—$32 Billion in '59

NEW YORK, May 10—U. S. supermarkets hiked sales 13.2% to a record $32 billion in 1959, a study released today by *Super Market Merchandising* shows.

The gain was achieved despite a 2.4% drop in the food price index during the same period.

The study showed a trend toward more and bigger supermarkets, as 2,110 new supers opened last year, raising the total to 22,523. Among the new supers, weekly sales averaged $31,600 per store, compared with $27,700 for all supermarkets. The new stores averaged 21,700 sq. ft. in sales area and $58,700 annual sales per employe, compared with 9,300 sq. ft. and $55,000 for all supers.

• Other features of the new stores included: 91% have self-service meats, 52% have trading stamps, 51% have prepacked produce, 42% have vending machines, 3% have credit plans.

All supermarkets, the study showed, account for 70% of total grocery sales, yet represent only 9% of the grocery stores of the nation. Colorado's supermarkets had 93% of the state's grocery sales—highest percentage in the U. S. Other states where the percentage was high were Nevada, 92%; Delaware, 87%, and New Jersey, 85%.

■ Supermarkets last year chalked up $13.1 billion in sales of grocery products, a figure which came to 40.4% of total supermarket sales. Included in the grocery category were cigarets and tobacco, accounting for 1.29 billion in sales, or 4% of supermarket sales; regular and instant coffee, $1.13 billion, or 3.5% of sales, and soaps and detergent products, $941,000,000, or 2.9% of sales.

Second biggest volume category after groceries was meats, which accounted for sales of $7.98 billion, or 24.6% of supermarket sales; followed by produce, $3.17 billion, or 9.8% of sales; dairy products, $2.66 billion, or 8.2% of sales, and frozen foods and baked goods, each with $1.5 billion, or 4.7% of sales.

More than one-third of supers are now open seven days a week, the study showed. #

Medical Economics Re-Unites Stearns Twins in Oradell

Douglas B. Stearns has been promoted to vp and director of sales of Medical Economics Inc., Oradell, N. J., and his twin brother, Phillips T. Stearns, has been named general sales manager of *Medical Economics*. Douglas Stearns, formerly eastern sales manager, will be responsible for the sales policies of the company's four publications: *Medical Economics, Physicians' Desk Reference, RISS* and *RN*.

Phillips, formerly western sales manager, will join his brother in Oradell after cleaning up his affairs in Chicago. He joined the company as a salesman in 1946.

Schering Names Sudler

Schering Corp., Bloomfield, N.J., has appointed Sudler & Hennessey, New York, to handle advertising for its new synthesized oral penicillin, Alpen. This is the fourth Schering product assigned to the agency.

East Opens Consultancy

William H. East has opened his own marketing and merchandising consultancy, William H. East & Co., with offices at 332 S. Michigan Ave., Chicago. Mr. East was formerly sales manager of Gard Pressure Foods Corp., Northfield, Ill., and prior to that was general advertising manager of Beatrice Foods Co.

Doxsee to Smith/Greenland

Fred Fear Co., New York, has appointed Smith/Greenland Co., New York, to handle advertising for its Doxsee clam chowder, minced clams and clam juice. Atlantic/Bernstein Associates is the previous agency.

Hicks & Greist Names Two

Olivia Trager and Peter Nord have been named senior copywriters at Hicks & Greist, New York. Mrs. Trager was formerly a copywriter at Doyle Dane Bernbach Inc. Mr. Nord has been a copywriter at Hicks & Greist.

IT'S BASEBALL TIME

Attention

RADIO **T-V STATIONS**

Advertising Agencies **Chamber of Commerce Members**

If you are interested in your hometown baseball team, whether you are in a one horse town or the big city, we can help you with added revenue—increase sales for your client—boost baseball in your area. Write today for information on "Score." The new copyrighted baseball game sheets that are played in conjunction with a live local game. It will mean $$$$$ for you.

PROMOTION TIME U.S.A.
901 EAST 8TH AVE.
DENVER 18, COLORADO
ACOMA 2-7539

PLEASE SEND PARTICULARS

MR. _____ TITLE _____

FIRM _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____

FAST AID FOR "FADING" PHOTOS

"Our photoengraving department plates photos for approximately 20 newspapers in Kentucky and Tennessee. The news value of such photos fades fast ... but thanks to Greyhound Package Express, our customers get photos to our plant and have engravings back the same day!"

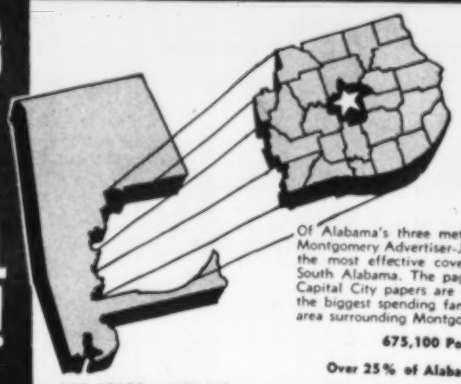
Ches Johnson

THE CHES JOHNSON PHOTO CENTER

When getting it there in a hurry means **business,** you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days a week...24 hours a day...weekends and holidays!** And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 9E 140 South Dearborn St., Chicago 3, Ill.

MONTGOMERY

SHOPPING CENTER FOR CENTRAL ALABAMA!



WHEN YOU SELL ALABAMA.. YOU CAN'T AFFORD TO MISS THESE COUNTIES

Of Alabama's three metropolitan dailies, the Montgomery Advertiser-Journal delivers by far the most effective coverage in Central and South Alabama. The pages of the Alabama's Capital City papers are the market place for the biggest spending families in a 19 county area surrounding Montgomery.

675,100 Population

Over 25% of Alabama's Retail Sales

$754,173,000 Effective Buying Income

ROP COLOR available both daily and Sunday.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser - ALABAMA JOURNAL

MORNING—EVENING—SUNDAY KELLY-SMITH CO. National Representatives

BEEFEATER BEEFEATER

The Imported English Gin That Doubles Your Martini Pleasure

FIRST OUTDOOR CAMPAIGN—*Beefeater gin makes its debut in outdoor advertising with this painted bulletin in Los Angeles. The bulletin will be rotated every 30 days in high-traffic areas in the city. Korbrand Corp., importer of the gin, has a three-year contract for the structures. Hicks & Greist is the agency.*

Gotshall Joins Conover

Robert H. Gotshall, formerly northwestern advertising manager of the *Detroit Free Press*, has joined Conover-Mast Publications, New York, as a sales representative of *Construction Equipment* in Detroit.

Insurance Agents Plan $1,285,000 Campaign for '61

NEW YORK, May 10—The National Assn. of Insurance Agents will invest an estimated $1,285,000 in advertising in 1961, according to James R. Mathews, director of advertising.

The NAIA budget represents a 10% increase over 1960, Mr. Mathews said, with the projected media allotment essentially unchanged from this year.

Advertising spending by the insurance group is based on a quota system, with money invested in media as it is collected from various state insurance organizations around the country.

According to Mr. Mathews, 1961 plans call for seven page ads in *Life*, four pages in *Newsweek* and a series of four ads in both *Business Week* and *The Saturday Evening Post*. An additional three page "spectacular" will run in regional editions of "either *Look* or *The Saturday Evening Post*," NAIA said.

■ Depending on individual state quotas, NAIA also plans a spot television schedule on 196 stations throughout the U. S. Under a "bonus plan," agents in states reaching 70% of the basic minimum quota for advertising are eligible for 3 weeks of television coverage in their markets, while those with 100% of quota have an option for additional tv coverage or equivalent space or time.

Doremus & Co. is the agency.

'Medicolegal Digest' Bows

A monthly publication, *Medicolegal Digest*, focusing upon major common concerns of two professions—medicine and the law—was launched this month from offices in Chicago. Editor is Milton Golin, former editor of the "Medicine at Work" section of the *Journal of the American Medical Assn.* Advertising director is Thomas W. O'Malley. A dozen authorities in law, medicine, and hospital administration comprise the editorial board of the new journal, which is being distributed to family doctors and specialists in private practice. Rate for b&w page, one time, is $1,2[illegible]. Four-color page carries a $60[illegible] premium.

United Artists Earnings Up

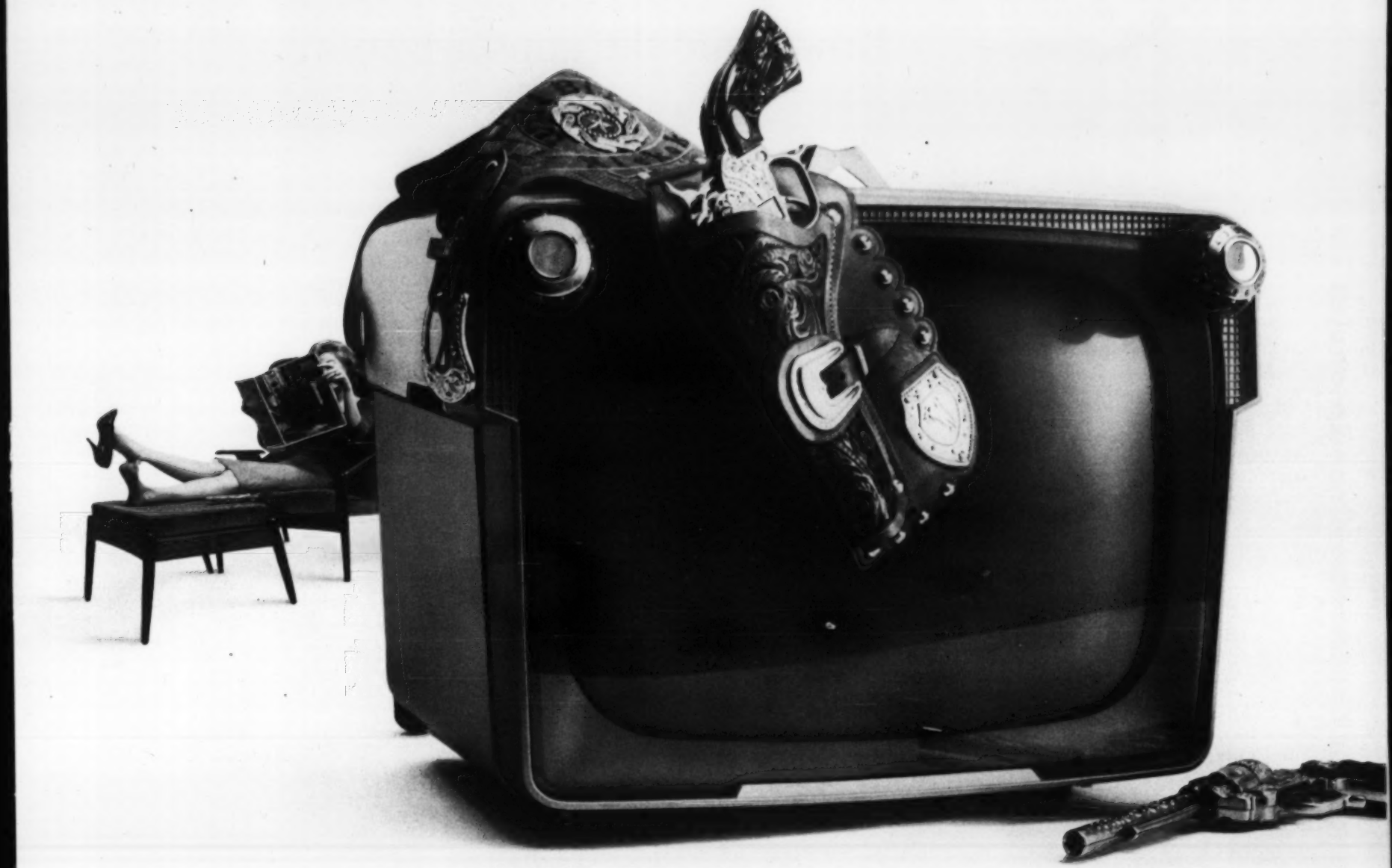
United Artists Corp., New York, tv and motion picture producer-distributor, reported net earnings for 1959, after provision for taxes, at $4,111,004, up 11.5% above the $3,701,963 made in 1958. This was the ninth consecutive year that UA reported an increase in earnings. Worldwide gross revenues for 1959 were $95,068,285, compared with $84,072,467 the previous year.

"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON is a market that is getting the *increasing* attention of sales and advertising managers. Reason: few sections of the U.S.A. contain such a concentration of the Who's-Who of American industry as this 68-county Dynamic Circle that bridges 4 states in the heart of the booming "industrial Ruhr" region of the Ohio River Valley. Bulging payrolls push the buying power of the more than 2 million industrious people here to over $4 billion annually. And not the least important, there's one TV station (but *only* one) that *commands* this entire market of 440,000 television homes. The people at Katz Agency would welcome a chance to tell you *more* about Huntington-Charleston and WSAZ-TV.

WSAZ-TV

HUNTINGTON • CHARLESTON — CHANNEL 3 NBC



Now, while the guns are still...

Sunday morning. No posses; stagecoach isn't due for another two hours; the marshal is pounding the sack and most of the good guys and bad guys are still home on the range. Good time for you to mosey in to 18,300,000 homes in America's top markets. How to get there? **Sunday** Magazine network. No other magazine is read by as large an adult audience in as receptive and responsive an atmosphere.

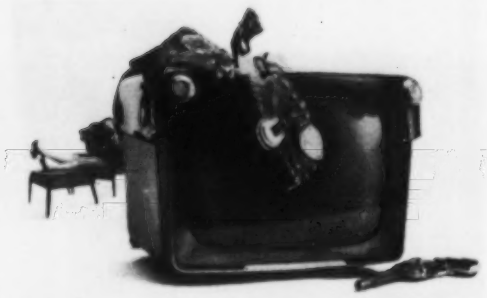
Reading the Sunday papers is a thriving family tradition. Reaction to the ads in Sunday papers is a proven fact. **Sunday** readers spend more money for food, automobiles, cigarettes and tobacco products, appliances, travel, photographic equipment and just about any other column on a marketing table than do readers of any other publication.

People read **Sunday** with a local point of view. They're interested in the locally edited features; they want to see what's new at the department stores, the supermarkets, the auto dealers. Their attitude is "buy now." Their decisions are felt at once in the stores.

If you want to reach 50% of the families in 50% of the markets where 50% of all retail sales are made—there's just one best way in print: **Sunday** network 50-50-50 plan.

For more information on how and why **Sunday** is translated into more sales on Monday and Tuesday and Wednesday and so on...

...just turn the page.



Now, while the guns are still...

Adult westerners, as well as kid westerners, don't always have the same buying habits as adult and kid easterners, northerners and southerners. If you'll call MU 9-8200 and ask for a **Sunday** man—he will be pleased to tell you how **Sunday** gives you the flexibility you need to make the most of every advertising dollar.

1 CIRCULATION

Sunday	18,264,850
THIS WEEK	13,186,045
READER'S DIGEST	12,000,000
AMERICAN WEEKLY	10,044,396
PARADE	9,594,210
LIFE	6,500,000
SAT. EVE. POST	6,250,000
LADIES' HOME JNL.	6,000,000
McCALL'S	6,000,000
BETTER H. & G.	4,850,000

2 AVERAGE FAMILY COVERAGE

	Total U.S.	176 Metro Areas
Sunday	37%	46%
THIS WEEK	26	30
READER'S DIGEST	23	24
AMERICAN WEEKLY	21	25
PARADE	18	22
LIFE	11	13
SAT. EVE. POST	10	10
LADIES' HOME JNL.	10	11
McCALL'S	9	9
BETTER H. & G.	8	9

3 CPM 4-COLOR PAGE

Sunday	$3.44
THIS WEEK	3.80
READER'S DIGEST	3.35
AMERICAN WEEKLY	3.86
PARADE	3.92
LIFE	6.83
SAT. EVE. POST	6.68
LADIES' HOME JNL.	5.00
McCALL'S	4.76
BETTER H. & G.	5.88

4 AVERAGE READERSHIP BY WOMEN OF EDITORIAL PAGES ONLY

	Noted	R.M.
Sunday	71%	41%
THIS WEEK	56	33
READER'S DIGEST	n.a.	n.a.
AMERICAN WEEKLY	64	40
PARADE	n.a.	n.a.
LIFE	51	27
SAT. EVE. POST	n.a.	n.a.
LADIES' HOME JNL.	59	36
McCALL'S	n.a.	n.a.
BETTER H. & G.	n.a.	n.a.

5 WOMEN READERSHIP 4-COLOR NAT'L ADS

	Noted	R.M.
Sunday	53%	10%
THIS WEEK	46	9
READER'S DIGEST	34	7
AMERICAN WEEKLY	47	10
PARADE	54	10
LIFE	34	6
SAT. EVE. POST	37	6
LADIES' HOME JNL.	46	11
McCALL'S	42	8
BETTER H. & G.	40	6

6 1959 ADVERTISING REVENUE

Sunday	$50,000,000
THIS WEEK	42,800,000
READER'S DIGEST	33,100,000
AMERICAN WEEKLY	15,800,000
PARADE	24,500,000
LIFE	134,400,000
SAT. EVE. POST	97,600,000
LADIES' HOME JNL.	30,800,000
McCALL'S	20,300,000
BETTER H. & G.	25,600,000

7 NUMBER OF MEN READERS 18 AND OVER

Sunday	15,160,000
THIS WEEK	10,153,000
READER'S DIGEST	9,600,000
AMERICAN WEEKLY	7,634,000
PARADE	7,196,000
LIFE	6,110,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	1,080,000
McCALL'S	1,260,000
BETTER H. & G.	1,940,000

8 NUMBER OF WOMEN READERS 18 AND OVER

Sunday	17,352,000
THIS WEEK	11,999,000
READER'S DIGEST	11,280,000
AMERICAN WEEKLY	9,040,000
PARADE	8,539,000
LIFE	6,435,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	6,360,000
McCALL'S	6,420,000
BETTER H. & G.	4,899,000

SOURCES

1. Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantees.
2. Circulation—Latest available Audit Reports 1/1/59. Households—Sales Management 5/59.
3. Rates—Latest announced rates—SRDS March 1960. Circulation—Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantee.

4, 5. Daniel Starch & Staff.

6. P.I.B. and publishers' own estimates

7, 8. Circulation: Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantee. Audience: Daniel Starch & Staff.

More people read **Sunday** than any other magazine

Gillette Industries Sets $800,000 Push for Razors in Britain

LONDON, May 10—Gillette Industries Ltd., British subsidiary of the American company, is planning to spend more than $800,000 to introduce a new one-piece razor set and new blade on the British market.

The company has allocated $560,000 for Blue Gillette Extra blade introductory advertising, scheduled to roll June 30. Newspapers, magazines and television spots will be used.

In addition, said A.R.M. Sedgwick, Gillette marketing manager, $252,000 has been allocated for a two-month introductory campaign for the new one-piece razor set, the Gillette No. 80.

The one-piece razor set will include six of the new Extra blades. Both campaigns will use considerable point of purchase material.

S. H. Benson Ltd. is the agency. #

SNARL, CARL?—*Yellow Cab Co., San Francisco, is taking good-natured jibes at the frustrations of everyday driving with outdoor posters like this done in cartoon style. Honig-Cooper & Harrington is the agency.*

Latex Reassigns Kiam

Victor K. Kiam II, vp of marketing, women's wear division of International Latex Corp., has been appointed vp and general manager of Sarong Inc., which was acquired by International Latex in February. He will be responsible for marketing as well as over-all management.

Jacques Wiess Joins Q-Tips

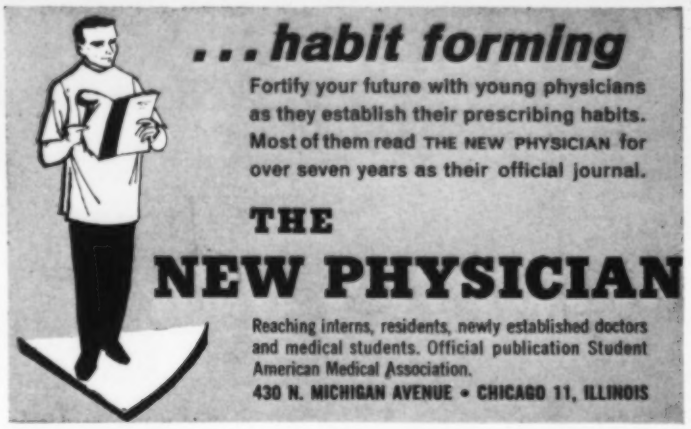
Jacques A. Wiess, formerly advertising and sales promotion manager of A. S. Harrison Co., has been appointed merchandising and promotion manager of Q-Tips Inc., New York, and its affiliated company, Practical Electric Products Corp., maker of Prak-T-Kal vaporizers.

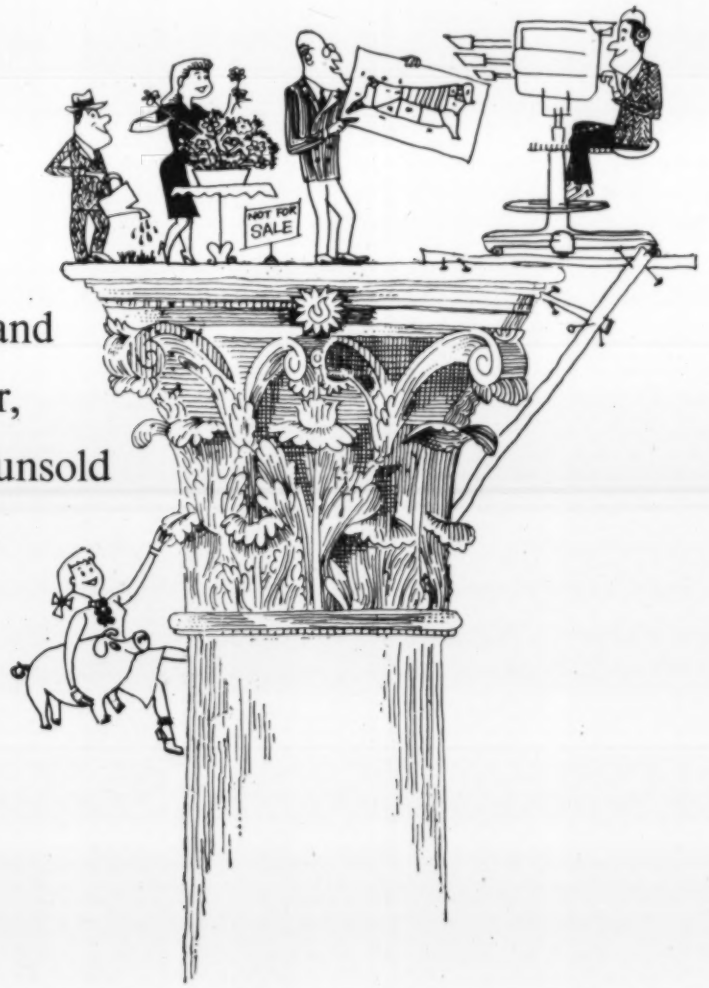
Ross Alters Name, Moves

Ross, Flink & Livengood, Peoria, Ill., has changed its name to Ross, Flink & Associates and has moved its offices to Junction City, just north of Peoria. New address is P. O. Box 1860, Junction City, Peoria, Ill.

Gardiner to Slayton-Racine

Slayton-Racine, Toledo, has appointed A. T. Gardiner copy group head. Prior to joining Slayton-Racine, Mr. Gardiner was advertising director of Hettrick Mfg. Co.'s eight product divisions, Toledo.


...habit forming
Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.
THE
NEW PHYSICIAN
Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.
430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS



Five years and
1,250 telecasts later,
this program is still unsold

(*That's the way we want it.*)

SOME PROGRAMS become "public service" because they can't be sold. Others become salable because they render genuine service. WISH-TV's Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is "sold" only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue's agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program *serves*. That's the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients' commercials.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

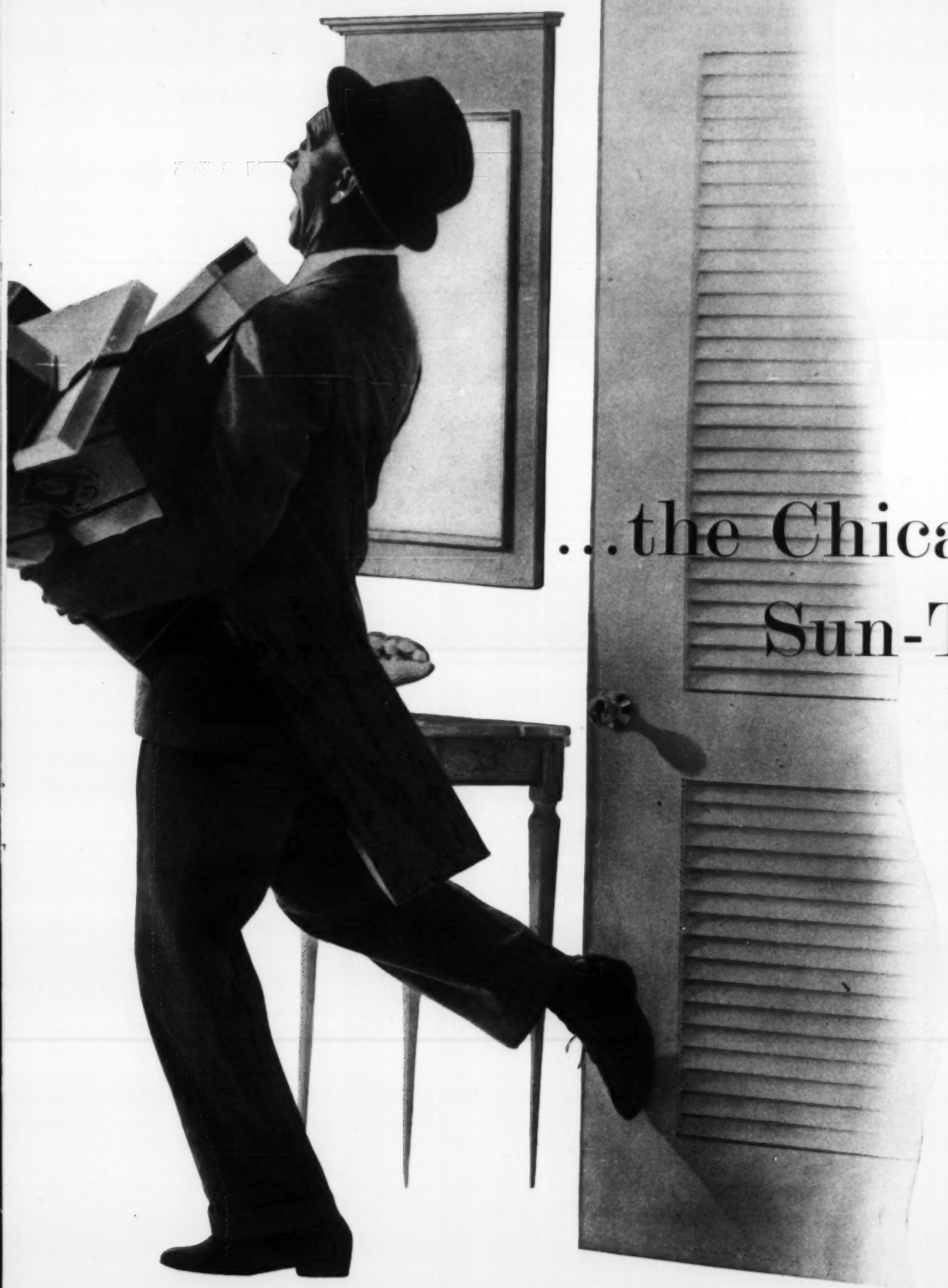
WISH-AM
INDIANAPOLIS *(H-R)*

Responsibility in Broadcasting

THE CORINTHIAN STATIONS

Young Chicago loves to buy...

It's no secret that the young families buy more of just about everything. And now the happy word is out that you can *concentrate* on young families. Advertise in the Chicago Sun-Times—more than half its readers are men and women 35 and under!



...the Chicago
Sun-Times

How to Get Things Done Faster and Better

The BOARDMASTER Visual Control gives you Graphic Picture of your operation at a glance. You see in seconds how to save time and money.

Over 500,000 organizations are using this simple, flexible tool to get things done. Ideal for sales, inventory, production, traffic, etc. Type or write on cards, snaps in grooves. Made of metal.

Full price **$49.50** with cards

FREE 24-page Illustrated BOOKLET No. BG-50 Without Obligation

Write Today for Your Copy

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

Four to Rigas, Fitz Maurice

Rigas, Fitz Maurice & Co., Springfield, N. J., has been named to direct advertising and public relations for First Atlantic Corp. and its subsidiaries in New York and Newark; Interstate Supply Inc., Newark, national wholesale distributor; Interstate Investors and its subsidiaries, Traverse City, Mich., and Real Estate Investment Corp., Newark.

Meadows Joins McKinsey

Ronald F. Meadows, formerly manager of research of Marsteller, Rickard, Gebhardt & Reed, has joined the Chicago office of McKinsey & Co., management consultant, as an associate in the marketing group.

FATHER'S DAY CAMPAIGN—*National Distillers Products, New York, will use this two-color spread in 18 state beverage journals in May and June to promote Old Grand-Dad bourbon with retailers as a Father's Day (June 19) gift. Ads point up in-store displays which will be distributed. Kudner Agency, New York, is handling.*

Making a pile? If you're not, here's a heaping good idea that might give you a little extra to play with. Give the boss these facts. As the world's largest enamel printing paper specialist, Consolidated offers *finest* quality for *less*. When he specifies Consolidated Enamels for catalogs, brochures and other printed pieces, he makes a neat savings without sacrificing quality. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs! Then have fun.

Available only through your Consolidated Paper Merchant

Consolidated

WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

Apple Group Shifts Stress from Ads to Field Service Effort

WENATCHEE, WASH., May 10—The Washington State Apple Commission is putting increased emphasis on merchandising and field work, and additional funds will be taken, if necessary, from consumer advertising.

At a meeting of the commission last week, employment of up to ten more field service men was authorized, bringing the total on the dealer service staff from 14 to a possible 24. With the increase in personnel, the budget for field staff expense will be raised from $350,000 during the past season to $450,000 in the 1960-'61 crop marketing season.

Funds to cover the additional field service men's salaries will be taken, if necessary, from consumer advertising. However, Robert W. Johnston, secretary-manager, said that if the 1960 crop is larger than that of 1959, funds may be sufficient to continue an advertising campaign about the same as that of the past season.

■ The commission is supported by a levy of 5¢ a box, paid by growers, which raises about $1,000,000 a year.

The greater emphasis on field service work followed a series of meetings with advisory groups of growers and shippers. In pointing out the shift in emphasis to merchandising and field work, Mr. Johnston said that advertising is of little value unless apples are available at the time and place they are advertised. He added:

"The increased merchandising staff will make possible a lot closer tailoring of advertising to the supply of fruit. Each service man's territory will be smaller and he can make more frequent callbacks." #

Schnitzer Names Two

Bernard B. Schnitzer Inc., San Francisco, has transferred Bob Reichenbach from its Hollywood office to its headquarters as vp in charge of radio-tv activities. Schnitzer also has named Bob Seitas, art director, a vp.

Isaacs to Robertshaw-Fulton

Thomas M. Isaacs has joined Robertshaw-Fulton Controls Co., Richmond, Va., as director of advertising and sales promotion. Mr. Isaacs was formerly program supervisor of industrial advertising at Reynolds Metals Co.

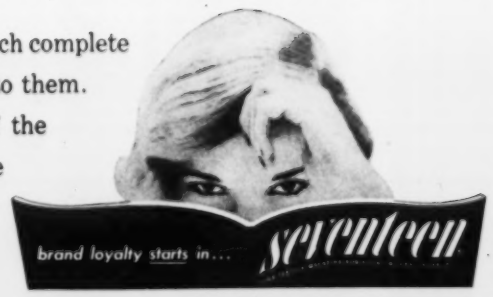
NO OTHER MAGAZINE

ENCHANTS · ENLIGHTENS · ENTHRALLS

LIKE *seventeen*

Everything in SEVENTEEN is of vital interest to teen-age girls. No other magazine gives these young women such complete understanding and friendly guidance because SEVENTEEN is edited especially for them, devoted *exclusively* to them. Perhaps that's why the advertising messages in SEVENTEEN create such amazing buying action. 65.2% of the 4,800,000 girls who read an average issue of SEVENTEEN have bought from its pages!* No wonder more and more advertisers are using SEVENTEEN to reach the $4½-billion market of teen-age girls... *the market that has come of age in a great big way!*

**Gilbert Youth Research*



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Ford Hints FCC May Set Up a Consumer Panel

FCC Head Also Tells Meeting Broadcasters Should Define 'Service'

COLUMBUS, O., May 10—Frederick W. Ford, chairman of the Federal Communications Commission, hinted last week that he is planning the establishment of a consumer advisory panel for the FCC, to aid in its function of regulating commercial broadcasting.

The proposal for such a panel was made during a session of the Institute for Education by Radio-Television, sponsored by Ohio State University. It came from Mrs. Mildred E. Brady, editorial director of Consumers Union, Mount Vernon, N. Y. She noted that the Federal Trade Commission is planning to create a consumer panel, and that the Food & Drug Administration has begun implementation of such a panel.

Replied Mr. Ford: "Well, I have some plans of my own that I'm not ready to talk about yet."

■ The proposal for an FCC consumer panel was one of 12 measures recommended by Mrs. Brady to "grant the set owner, the citizen, a franchise to dominate in those considerations from which all the policy making and policy effecting decisions of the FCC stem."

She suggested the advisory panel should have the power to review FCC licensing decisions, request additional data on a licensee's performance and publicize its findings.

■ In his own speech Commissioner Ford touched on the question of the public's interest in broadcasting.

"I have no comprehensive definition of the public interest," Mr. Ford said, "although we are charged by law to make decisions on this in specific cases which come before us. But I don't believe you will be able to give a hard and fast definition; it is a definition in itself.

"The question is now, and always has been, in what precise form should the licensee be required to report on his programming efforts, and how should the commission go about evaluating this information in order to make the required 'public interest' finding?

"In the event the commission decides to require the broadcaster to determine and submit evidence of the needs in his area as a standard of public interest upon which he is willing to be judged, many of the problems in this area will be solved," the FCC chairman said. "For if he does not meet the standards imposed on himself as a result of his own investigations and proof, then he cannot successfully maintain that he has served the public interest, convenience and necessity."

■ Advertisers in England exert some influence on the programming of sponsored television, but to a lesser extent than in the U. S., one session was told.

Burton Paulu, director of radio and tv broadcasting at the University of Minnesota, said that since the Independent Television Authority, unlike the British Broadcasting Corp., is dependent on advertising for its revenue, it seeks large audiences through programs with popular appeal.

On the other hand, he noted, advertisers can select only the times they wish to present their messages, but cannot dictate on the contents of the shows or tie in with the show in any way.

■ "Competition has been good for British broadcasting only because the system set up by the Television Act of 1954 combined freedom with responsibility," Mr. Paulu said.

"The British, with their genius for compromise, have devised a method which enables a regulatory body to insist on high standards of programming and advertising, without interfering with the freedom of expression so essential to the life of a democratic country."

■ The broadcaster and the educator have a common interest in raising the level of public taste,

The George Foster Peabody Award won by "Great Music from Chicago"

The Class of the Mass

The Mirror is strongest in the more prosperous neighborhoods of the mass market in New York—weakest in the slums.

People interested in new homes are solid people—good customers. The Mirror is *first* among New York's *seven* dailies in New Homes advertising linage.

Make The Mirror a MUST!

but for the broadcaster "it may well be the cause of his economic death if he goes too far, too fast, beyond the range of public taste."

This, according to Clair R. McCullough, president of Steinman Stations, Lancaster, Pa., is one of the "vexing problems" facing the industry.

Mr. McCullough urged that before solutions are proposed, advocates of "better television" rid themselves of cliches and stereotypes that have "cluttered up the thinking" of some tv critics.

Among such cliches he included: Proposals for a national board to supervise tv programming, and for the complete separation of programming and advertising; complaints that television is "ruining our children," and the indictment that "there is nothing but mischief, mayhem and murder, on nighttime tv."

■ These criticisms he termed impractical, unnecessary, unsupported by evidence or untrue.

"In the long run," he said, "the public interest may be better served if the decisions about what is to be presented on tv are in the hands of some 450 broadcasters trying to be receptive to the needs of their communities than a board of 10 or 15 or 28 'experts'—even if everybody in this room could agree on who should be on such a board.

"This may be a slow and stumbling process," he added, "but it is the process of a free society."

■ Robert Foreman, exec vp of Batten, Barton, Durstine & Osborn, New York, likewise attacked the magazine concept of tv advertising, noting that "perhaps the worst prototypes on tv" are sold on such a basis, while many programs in which an advertiser is closely involved are among the best tv fare.

He scored the "pathological worry over one-tenth of a rating point" as a major industry ill, and commented that under the magazine concept the advertiser would have no reason for seeing that the show he was on was of high caliber.

"When advertisers must surrender everything *but* numbers, then numbers become more important to him," he added.

"I think good programming is good advertising," Mr. Foreman told the group. "You can train people by the millions to accept better shows."

■ Gilbert Seldes, dean of the Annenberg school of communications, University of Pennsylvania, who was listed as partcipating in a panel discussion as an "informed critic," said the products of mass communications "are of a very high order."

"This is not generally realized by the 'fretful eggheads,'" he said. "I'm interested in a change in atmosphere in which the products of mass media are received."

He called for the media themselves to help evoke opinions from the people on what is the public interest to which the media are charged with being responsible.

Mr. Seldes added that it was not up to a government body to define the public interest. #

Chirurg Reports Assets

James Thomas Chirurg Co., Chestnut Hill, Mass., and New York, has reported total current assets of $808,666.65 and total current liabilities of $342,120.75 for 1959. In 1958, the agency recorded total current assets of $782,403.53 and total current liabilities of $327,280.27. Chirurg and Anderson Cairns have agreed to merge pending stockholder approval (AA, April 11).

Curtis Boosts Swanson

Charles E. Swanson, manager of research for *The Saturday Evening Post* since 1954, has been promoted to assistant director of research of Curtis Publishing Co. He will work under Donald M. Hobart, senior vp and director of research.

Staley Moves to Santa Monica

Mrs. Dorothy Staley, promotion director of the *Nashville Tennessean*, will join the *Evening Outlook*, Santa Monica, Cal., on June 1 as promotion director. Mrs. Staley will be succeeded at the *Tennessean* by her assistant, Carl May.

For the second consecutive year!

WGN television wins Peabody Award

The 1959 Peabody Award for television entertainment (musical) was won by WGN-Television's acclaimed series of live, color telecasts, "Great Music from Chicago."* With Deems Taylor as commentator and such renowned artists as Fritz Reiner, Sir Thomas Beecham, Andre Kostelanetz, Howard Barlow, Dorothy Kirsten, Byron Janis, Woody Herman, Count Basie, Sarah Vaughn and many others—WGN-Television brought to Sunday night television a new breath of life.

One year ago, WGN-Television's "Blue Fairy" won the coveted Peabody Award for "the nation's outstanding program for children in 1958"—the only Peabody Award given to a television station!

"Great Music from Chicago" also won the Radio-TV Mirror Award for the "best musical program in the Mid-West."

Awards are wonderful proof that devotion to excellence has paid off. But an equally important reward is growth in both audience size and audience loyalty—a direct result of WGN-Television's policy of quality programming presented with integrity.

*Now available for syndication in your market.

WGN-TELEVISION

441 N. Michigan Avenue · Chicago

Quality - Integrity - Responsibility

WTRF-TV STORY BOARD

As the policeman helped the battered man up from the pavement in front of the saloon, he asked: "Can you describe the man who hit you?" "That's what I was doing when he hit me," the man replied.

Wheeling wtrf-TV

Dentist: "All your bottom teeth are infected, lady, and they should be extracted."

Lady: "I think I'd rather have a baby than go though that."

Dentist: "Well, make up your mind, lady, what'll it be?"

Wheeling wtrf-TV

What is responsible for the successful spot campaigns featured on WTRF-TV? Two million people with an annual spendable income of over 2½ billion dollars . . . folks who watch WTRF-TV . . . *they see, they buy, you sell!*

Wheeling wtrf-TV

Overheard: "She's the salt of the earth but I honestly can't say very much for her shaker."

Wheeling wtrf-TV

Laugh and the world laughs with you. Cry and they say you're drunk!

Wheeling wtrf-TV

My girl friend is so bowlegged when she sits around the house, she sits around the house.

Wheeling wtrf-TV

George P. Hollingbery will give you all the good reasons why your next spot campaign should be scheduled on WTRF-TV, Wheeling, West Virginia.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

Fiber-Velope Offers Catalog

American Fiber-Velope Mfg. Co., Collingdale, Pa., is making available a catalog of its standard and custom-created specialty envelopes for sales promotion, mailing and filing. Catalogs are available at American Fiber-Velope Mfg. Co., Pusey Ave. at Mildred Ave., Collingdale, Pa.

"OUR #&@*! COMPETITOR IS IN ALREADY!"

Businessmen are becoming alert to the sales potential represented by the increase in nursing homes and homes for the aging. They are growing at the rate of 2,000 beds per month and still a 70% increase is needed immediately.

To find the details on this new market see our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

Snelson Elected President

T. H. Snelson, supervisor of space advertising, Aluminum Co. of Canada Ltd., has been elected president of the Industrial Advertisers Assn., Montreal. Other recently elected officers include J. V. Tittley, Canada Cement Co. Ltd., 1st vp; R. J. Dunlevy, McKim Advertising Ltd., 2nd vp; R. C. M. Beresford, Aluminum Co. of Canada Ltd., secretary, and J. E. Wright, Arborite Ltd., treasurer.

Denby Joins Cedar Assn.

Robert Denby, formerly with Hixon & Jorgensen, Seattle, has been appointed to the new position of public relations manager of Western Red Cedar Lumber Assn., Seattle, promotion agency for producers of cedar lumber.

Hertzler Named A. M.

Robert L. Hertzler, member of the sales staff of United Control Corp., Seattle electronics manufacturer, for the past seven years, has been named advertising manager, a new position.

Los Angeles Food Stores Present Own Coupon Plan to GMA

Los Angeles, May 10—Los Angeles area market operators, who recently refused to go along with plans of the Grocery Manufacturers of America to make this a test market for a program to eliminate misredemption of coupons (AA, April 4), have come up with their own seven-point program on coupon handling.

The program, presented to GMA representatives, is:

1. No coupon will be placed in a publication with a value greater than the cost of the publication, or any one manufacturer to place a series that is greater than the value of the publication.
2. All coupons will be perforated for easy removal from any printed matter.
3. Coupons will be issued by all companies in a standard size and form.
4. Terms of redemption value will be printed in bold type on the face of all coupons and coupons to be redeemed by retailers are to state in large print, "Retail Coupon." Coupons to be redeemed by mail-ins are to be in bold type "Mail-In."
5. No expiration date will be on any coupon.
6. GMA will approve any recognized clearing house in the Los Angeles metropolitan area, where all coupons will be redeemed by operators at face value of coupons, plus fair handling cost, and prompt payment will be made.
7. A study to be made by retail operators and manufacturers to determine the fair handling cost. #

Montreal Group Elects Henry

William Henry, Gazette Printing Co., has been named president of the Montreal Advertising & Sales Assn. Other new officers are James Brothers, Rapid Grip & Batten Ltd., vp; Arthur Chesmer, Gazetter Printing Co., vp, and Michael O'Toole, Du Pont of Canada, secretary-treasurer.

Westchester status seeker dupes Boston Globe reader

WOW! A GENUINE BLUE AND WHITE GLOBE DELIVERY BOX LIKE THE ONES YOU SEE ALL OVER NEW ENGLAND! JUST WHAT I NEED FOR MY EARLY AMERICAN RANCH BACK IN MT. CISCO.
HERE COMES THE OWNER NOW. WATCH ME CON THIS YOKEL OUT OF A SYMBOL MORE TO BE TREASURED THAN A WAGON WHEEL OR HITCHING POST.
SAY THERE, YOKEL, HOW MUCH FOR THIS SILLY-LOOKING BLUE BOX WITH THE WORDS "BOSTON GLOBE"?
SIR, YOU SEEM A GOOD SORT. SMART, TOO, SO I'LL TRY NO YANKEE TRICKS. $2,000 OUGHT TO COVER IT.
$2,000!!?
QUITE A BUY, WHAT? FOR A PALTRY 2 G'S I'M SELLING MY STATUS AS ONE OF NEW ENGLAND'S MOST INTELLIGENT, BEST INFORMED CITIZENS.
C'MON OFF IT, MAC. THESE GLOBE BOXES ARE SO COMMON THEY MUST BE A DIME A DOZEN.
COMMON IN NUMBER, BUT NOT IN CLASS. DON'T BE MISLED BY THE FACT THAT THE GLOBE HAS BY FAR THE LARGEST HOME DELIVERY AMONG NEW ENGLAND PAPERS. $2,000 PLEASE.
YUKYUKYUK. WHO ELSE IN WESTCHESTER GETS THE GLOBE HOME DELIVERED... IN A BLUE BOX, YET, PLANTED RIGHT IN FRONT OF MY HOUSE ON COVERED BRIDGE LANE! AND FOR ONLY $2,000.
The Boston Globe

More home delivery isn't everything. Because The Daily Globe and The Evening Globe are almost the same, you get practically no self-duplicated circulation. The Globe also gives you a much, much bigger Sunday circulation than any other paper, more classified, more color linage, more of everything it takes to sell Boston — especially readers.

The Boston Globe gives you more of everything
... especially readers

A MILLION MARKET NEWSPAPER • NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

THERE'S ALWAYS ONE IN EVERY GROUP!

Whether you're captain of a ship or the landlubber type, you've probably noticed that when the conversation gets around to boats, there is usually one man in every group who knows the answers. When he speaks up, he gets attention. He has a natural interest in what makes things go. He's the kind of man who reads POPULAR MECHANICS.

He is familiar with how loading affects hull performance, with outboard cruising in off-shore waters, with speedboat design, with houseboat living. He knows a lot about boating. He's read a lot about boating in POPULAR MECHANICS. PM carries more boating editorial than any other general magazine except one *(a weekly)*.

In fact, the PM man knows a lot about the mechanics of modern living. POPULAR MECHANICS' kind of reporting gives him a special knowledge of what makes things go. About products, workmanship and performance.

A PM reader usually specifies when he buys. If he's sold on your product, he knows why—and so will his friends and neighbors who respect his talent for knowing what he talks about.

You can sell him—*and five million men like him*—with your product story in the magazine that sparks his thinking on what to do, what to buy—and why . . .

INTERNATIONAL EDITIONS
SPANISH—Mexican-Caribbean, Southern Hemisphere, FRENCH; DANISH; SWEDISH; GERMAN; PORTUGUESE; DUTCH.

POPULAR MECHANICS

A HEARST MAGAZINE

Puts Men In Motion

Hi and Dri Drive Starts

Revlon Inc., New York, is launching an extensive drive for a new Hi and Dri deodorant. A b&w spread in *Life*, May 16, is headlined: "Now released by Revlon . . . A gentle antibiotic deodorant. So effective you could apply it only 3 times a week and still be fully protected from odor!" The product is "fortified with neomycin." A newspaper campaign beginning the week of May 9 includes 1,800-line and 1,000-line insertions and follow-ups, and a spot and network television drive in May and June will feature Barbara Britton. Mogul, Williams & Saylor is the agency.

Strike Out Matches to TV

Strike Out deodorant matches, a product of Pacific Match Co., Tacoma, Wash., has begun its initial tv campaign in the Pacific Northwest. Spots have been scheduled for KING-TV, Seattle, and KGW-TV, Portland. Howard R. Smith Co., Tacoma, is the agency.

Allen Named Ad VP

David R. Allen has been elected vp in charge of public relations and advertising of Standard-Triumph Motor Co. Formerly with Sports Car Club of America, he joined Triumph in 1958 as public relations director.

Dow Corning Unit Moves

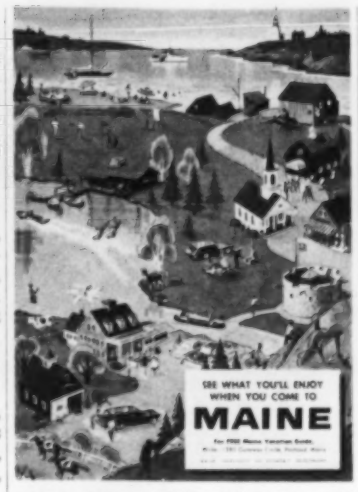
Dow Corning Silicones Ltd., Toronto, has named Goodis, Goldberg, Dair Ltd. as its agency, succeeding Cockfield, Brown & Co. Annual ad budget is estimated at $50,000.

'Broiler Growing' Changes

Effective with the June issue, the name of *Broiler Growing* has been changed to *Broiler Business*, according to Watt Publishing Co., Mount Morris, Ill.

WBKB to Reach, McClinton

WBKB, the ABC-TV outlet in Chicago, has named Reach, McClinton Co., Chicago, as its agency.



COLOR DEBUT—*This color page in The Saturday Evening Post and Sports Illustrated is the first color insertion for the Maine Department of Economic Development. Simonds, Payson Co., Portland, Me., is the agency.*

'Phabulous Phonola' Drive Set for Fall by Waters Conley

ROCHESTER, MINN., May 10—Waters Conley Co., phonograph manufacturer, is planning the largest campaign in its 61-year history for its Phonola stereophonic phonographs this fall.

The company, founded in 1899, until five years ago was only a private label house. It did almost no advertising until it introduced its own brand, Phonola, about five years ago.

The drive will begin with two-color pages in independent newspaper supplements in September in New York, Chicago, Los Angeles, San Francisco, Detroit and Atlanta. Pages and spreads, in color and b&w, will run September through December in *Argosy, Coronet, Ebony, Holiday, Ingenue, Photoplay* and *Playboy*.

■ Theme of the campaign will be "World's Most Phashionable Phonographs." The slogan, "Phabulous Phonola," will be used in the ads.

Merchandising support will be given dealers including banners, and aids to promote "Phonola Phun Phestival" dates registered with the U.S. Chamber of Commerce—Aug. 1 to Dec. 31.

Coupons in many of the ads will invite readers to send in for a brochure describing the new models and a list of dealers. The coupons also will contain a line for reader comments. J. Rosenbloom & Associates, Chicago, agency for Phonola, told ADVERTISING AGE it hopes to get some comments on the misspellings in copy themes and slogans. #

Cortez Enloe Sues Johnson & Lanman Over Mediphone Use

NEW YORK, May 10—The hassle between two ethical drug agencies over the rights to a proposed new service for physicians (AA, April 18) last week reached the legal stage.

Dr. Cortez F. Enloe, head of the agency bearing his name, filed suit in New York state supreme court against Johnson & Lanman. Enloe and J&L both claim the rights to Mediphone, a telephone service through which physicians would be able to get information from a drug manufacturer at any time of the day or night.

The suit, which also names John B. Johnson, president of J&L, was brought by Mediphone Inc., a company incorporated on March 7, 1960. Dr. Enloe is board chairman of Mediphone, which has the same address as the Enloe agency. Mr. Johnson formerly worked for Enloe.

■ Dr. Enloe charges that after Mediphone Inc. began promoting its service to the drug industry, Johnson & Lanman entered the picture with the same service and the same name. He asks the court to issue an injunction restraining J&L from "using the word MEDIPHONE or any other word similar thereto."

In his reply to the action, due in 20 days, Mr. Johnson plans to point out that the Mediphone name and service were developed by his agency in conjunction with its client, Frank W. Horner Ltd., Montreal, well before the incorporation of Mediphone Inc. in New York. This service, he will point out, has already been put into operation by Horner in Canada. #

Gillham Joins Sindlinger

Robert M. Gillham, formerly with Cunningham & Walsh, has joined the New York office of Sindlinger & Co., Ridley Park, Pa., market research company, as a special representative. Mr. Gillham was ad director of Paramount Pictures for 12 years before moving to J. Walter Thompson Co. and C&W.

Wettstein to Knox Reeves

Earl R. Wettstein, formerly advertising supervisor of Northwestern Bell Telephone Co., has joined Knox Reeves Advertising, Minneapolis, as an account executive.

Hotchkiss Joins Sander Allen

James A. Hotchkiss has joined Sander Allen, Chicago, as director of creative services. Mr. Hotchkiss was formerly copy chief of Caples Co.

Now serving 90,780 homes*

This is another increase in circulation for Mississippi's leading newspapers — The Clarion-Ledger and Jackson Daily News . . . Now, more than ever, your best buy for coverage and sales impact—at lowest milline rate.

* LATEST ABC PUBLISHER'S STATEMENT, SEPTEMBER 30, 1959.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

IN HANNIBAL-QUINCY, BRUCE,

THE ONLY ONE IS KHQA-TV

• FIRST IN RATINGS!*
• FIRST IN REACH!**
• BEST IN PROGRAMMING!
• BEST OF CBS and ABC

*ARB, TELEPULSE, NCS, MARKET INDEX
**NCS #3—Tallest Tower Maximum Power

KHQA-TV
HANNIBAL-QUINCY

one of the FORWARD GROUP
KGLO · KGLO-TV · WMT-TV · WTAD · KHQA-TV

See Branham Co.
National Representatives

good reproduction + correct dot structure = your money's worth in the magazine

☞ This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois EAstgate 7-9220

☞ *All color engravings for wet printing are proofed exclusively on 4-color proof presses*

OOPS! our linage is showing . . .

Here's a First Quarter Report
Showing the Comparative Linage Figures
*For Houston Newspapers, 1960 vs. 1959!**

RETAIL ADVERTISING

CHRONICLE GAINED	422,324
Post Gained	215,866
Press Gained	68,468

Chronicle Gained
96%
More Than The Post

●

GENERAL ADVERTISING

CHRONICLE GAINED	124,061
Post Gained	49,031
Press Gained	50,818

Chronicle Gained
153%
More Than The Post

●

CLASSIFIED ADVERTISING

CHRONICLE GAINED	346,509
Post Gained	158,930
Press Gained	85,824

Chronicle Gained
118%
More Than The Post

●

TOTAL ADVERTISING

CHRONICLE GAINED	889,783
Post Gained	423,251
Press Gained	200,000

Chronicle Gained
110%
More Than The Post

During the first quarter of 1960 The Chronicle ran almost 10,000,000 lines of advertising—More Than Both Other Houston Newspapers Combined!

In Houston, THE CHRONICLE

Reaches MORE People ... Carries MORE Advertising ... Sells MORE Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .
The Chronicle is a MUST Buy!

The Branham Company—National Representatives

*SOURCE: MEDIA RECORDS

Warner-Lambert Ad Expenditure Rose 9.5% in '59

Worldwide Total Hit $41,000,000; Driscoll Says L&F's 'Too Profitable'

NEW YORK, May 10—"We do not like to regard our divisions as wholly captive. Lambert & Feasley is more than a house agency. It is an honest-to-goodness well-respected advertising agency."

Alfred E. Driscoll, president of Warner-Lambert Pharmaceutical Co., made this comment to the annual shareholders meeting today, in the course of a rundown on the operations of the company's various divisions.

He asked, rhetorically, whether the Lambert & Feasley division is profitable or not, and replied, "Perhaps if anything, too profitable" an operation, "because we like to make our profits on our packages." A line in the company's annual report reads: "Advertising agency income, royalties, interest and other income: $1,964,794."

(In the ADVERTISING AGE annual billings issue, [AA, Feb. 29] Lambert & Feasley billings are reported at $18,900,000).

The company's annual report shows worldwide advertising expenditures of $41,258,511 in 1959, compared with $37,724,816 in 1958, a 9.5% gain.

• It was announced at the meeting, attended by an overflow crowd of nearly 1,000, that the company is entering the steroid drug field through a marketing agreement with Syntex Corp. for distribution of steroid hormones in Latin America, except Mexico, by Warner-Lambert affiliated companies.

Mr. Driscoll also announced a doubling of research facilities in the Morris Plains, N. J. headquarters, at a cost of $4,000,000. Both he and W-L's chairman, Elmer H. Bobst, criticized the congressional inquiry into the high cost of drugs, and Mr. Driscoll stated: "The most profitable item in our ethical line, if taken as prescribed, would cost less than a pack of cigarets a day. Does that sound like we're money grubbers?"

Warner-Lambert sales ($190,660,000) and earnings ($16,408,000) hit alltime highs in 1959, and first quarter sales and earnings in 1960 are well ahead of last year's. #

Trailer Train Names Lefton

Trailer Train Co. has named Al Paul Lefton Co., Philadelphia, as its agency. The company leases standardized "piggyback" equipment to its 26 owner railroads.

C&W Adds Travel Association

Australian National Travel Assn., Melbourne, has appointed Cunningham & Walsh, San Francisco, to handle its advertising and public relations in North America. ANTA's initial ad campaign will be in print media, and it will be backed by merchandising and pr programs.

Apple Joins Lang, Fisher

Robert F. Apple has joined Lang, Fisher & Stashower, Cleveland, as coordinator of client services on the Carling Brewing Co. account. He formerly was an assistant brand manager at Procter & Gamble.

Kinz Joins G. M. Basford

Wallace H. Kinz, formerly assistant advertising manager of Hooker Chemical Corp., Niagara Falls, N. Y., has joined G. M. Basford Co. as an account executive in the agency's Cleveland office.

CRS Appoints Mendte

CRS Industries, Philadelphia, has named J. Robert Mendte Inc., Philadelphia, for advertising and public relations. CRS, a sales and engineering company, specializes in the control of air cleanliness and environment.

R. Jack Scott Agency Moves

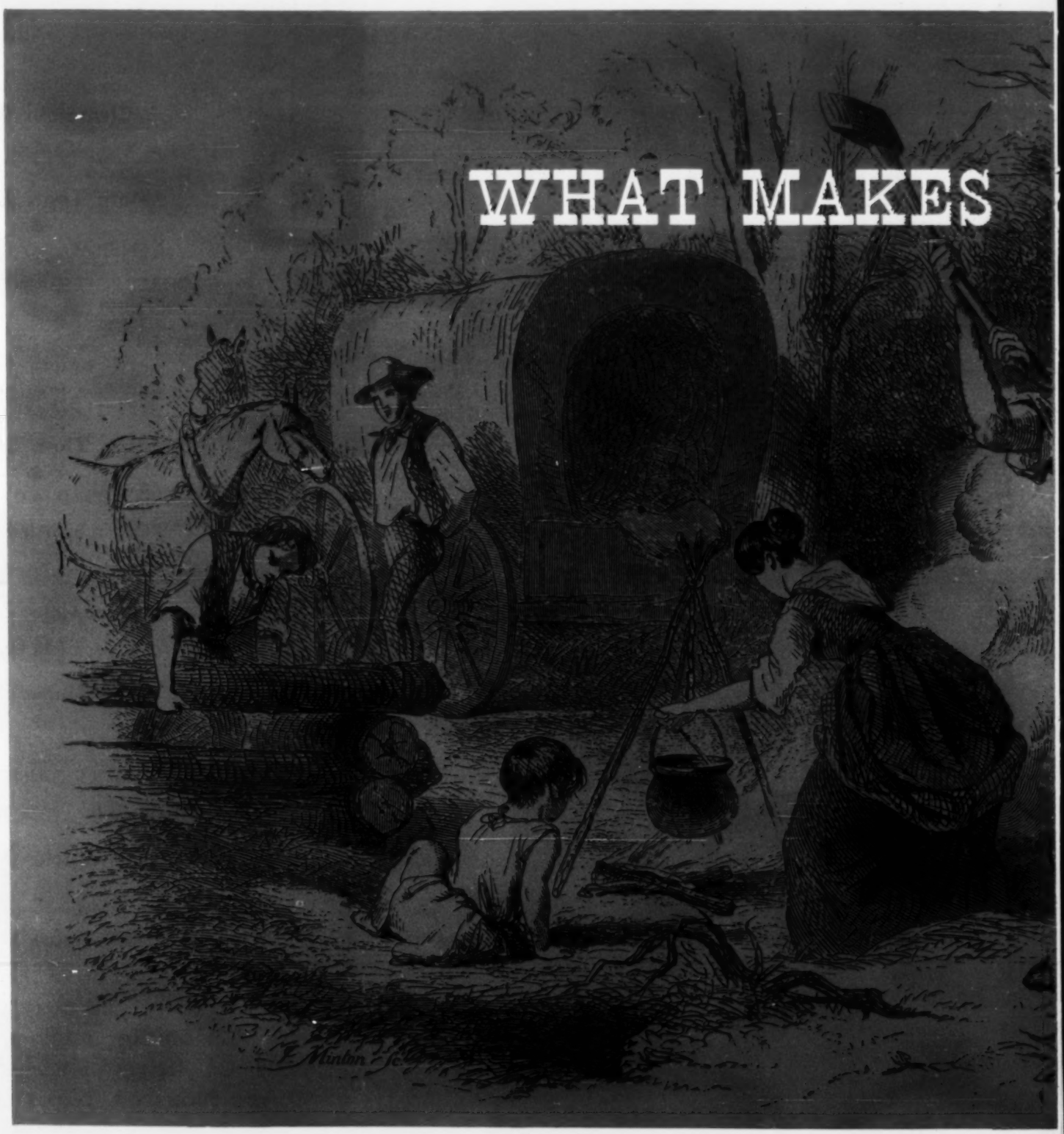
R. Jack Scott Inc., Chicago, has moved its headquarters from 814 N. Michigan Ave. to 51 E. Superior St.

Marsteller Boosts Gimbel, Smart

Marsteller, Rickard, Gebhardt & Reed, Chicago, has appointed S. Dick Gimbel and David B. Smart account supervisors. Both formerly account executives, Mr. Gimbel joined the agency in 1958 and Mr. Smart joined the agency in 1957.

Sackel Moves in Boston

The Sackel Agency has moved to new quarters at 18 Newbury St., Boston.



STORER BROADCASTING

33 years of community service

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

143 W. 51st St. N.Y. 19, N.Y. • Plaza 7-5730

Bilmar Plastics Names Wyman

Bilmar Plastics of California, San Francisco, has chosen Wyman Co., San Francisco, to handle advertising for its line of decorative plastic accessories.

Dawson & Turner Adds Two

Bennett & Williams Tile & Linoleum, and Meier & Frank Co., both of Portland, Ore., have named Dawson & Turner Inc., Portland, as their agency.

Siebert Criticizes 'Cannibalistic' Sell Practices of Media

CHICAGO, May 10—C. Stuart Siebert, a Kenyon & Eckhardt vp, yesterday lashed out at media sales techniques for being "cannibalistic."

He charged that most media salesmen are each "selling the same thing on the basis that the other guy is no good," thereby weakening all advertising and illustrating advertising as "weak" to clients.

Mr. Siebert, speaking to the advertising men who comprise Chicago Post No. 170, American Legion, presented "glaring examples" of the "cannibalistic" techniques which have been presented to him recently.

■ Media representatives, other than those of television, have told him (1) no one sees tv commercials, (2) no one believes them anyway, (3) there are too many commercials, and (4) tv limits flexibility by locking the advertiser in a 13-week or more commitment.

Those representatives outside of magazines have warned Mr. Siebert that magazines are (1) not effective because you can't demonstrate the product, and (2) the coverage in magazines is too thin, much of the advertising dollar is wasted, and the cost per 1,000 readers is too high. Competing magazine representatives, he added, are using the same authorities in conflicting ways, testifying to the effectiveness of each magazine.

Media salesmen outside of newspapers, he continued, have said newspapers are useless unless radio and tv are used first to introduce the product. But, Mr. Siebert noted, radio and tv can't be any good, because the newspaper representatives say so.

■ The K&E vp cited three types of advertisers who hear the conflicting stories of media salesmen:

• First there is the exponent of modern management. To him the various research and reports from media salesmen, which criticize each other, contribute nothing to what is good and sound in advertising, said Mr. Siebert.

• Second is the emotional decider. He listens to all the presentations, but comes up with the one he wanted to begin with, since all the studies cement his prejudices.

• Third is the advertiser who does not believe in advertising, and "we are feeding him ammunition" by weakening each other, he said.

■ "I seriously question whether this kind of antagonistic salesmanship actually makes the sale," Mr. Siebert charged.

In closing, he urged that media men stop "devouring yourselves for the sake of an immediate order." #

Chapman Joins Mithoff

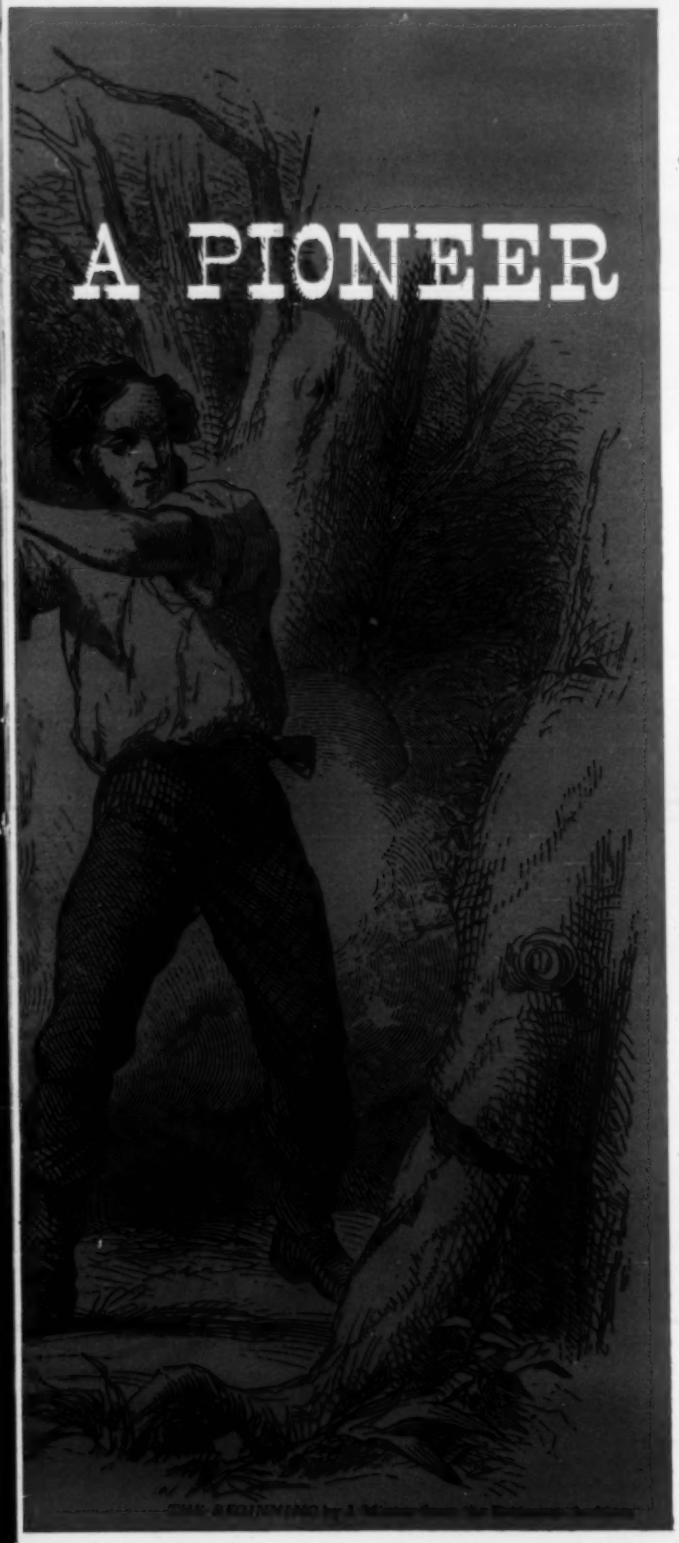
Roy T. Chapman, vp of Tri-State Broadcasting Co., El Paso, Tex., operator of KTSM and KTSM-TV, has resigned to become part owner and exec vp of Mithoff Advertising, El Paso. Mr. Chapman had been with Tri-State for nearly 25 years, and was well known as a radio and tv personality to many children, going under the name of "Uncle Roy."

Covey Joins Bresnick

Thomas R. Covey Jr., formerly account manager at Sutherland Abbott Agency, Boston, has joined Bresnick Co., Boston, as a vp.

Larcom Randall Moves

Larcom Randall Advertising, Boston, has moved its headquarters to 308 Boylston St.



PIONEER?

A pioneer pioneers to get out of a rut. To explore. To open frontiers. To bring about new concepts. It's not the easiest calling. Everything must be learned the hard way. The risks are large and incessant.

There were few broadcasting guideposts when we started out 33 years ago. What have we learned from it all? This:

You first must make yourself a responsible citizen and a good neighbor to the community as a whole. Only in this way can you build loyal, responsive audiences — the real success of any station. In short, it's good business to operate in the public interest.

COMPANY

Radio

PHILADELPHIA—WIBG
LOS ANGELES—KPOP
DETROIT—WJBK
TOLEDO—WSPD (NBC)
CLEVELAND—WJW (NBC)
MIAMI—WGBS (CBS)
WHEELING—WWVA (CBS)

Television

DETROIT—WJBK-TV (CBS)
CLEVELAND—WJW-TV (CBS)
MILWAUKEE—WITI-TV (CBS)
ATLANTA—WAGA-TV (CBS)
TOLEDO—WSPD-TV (ABC-NBC)

NATIONAL SALES OFFICES:

625 Madison Ave., N.Y. 22 • PLaza 1-3940
230 N. Michigan Ave., Chicago 1 • FRanklin 2-6498

280 television showings of "Olympic Village, U.S.A." for Douglas Fir Plywood Association in 8 months — at less than $15 per telecast.

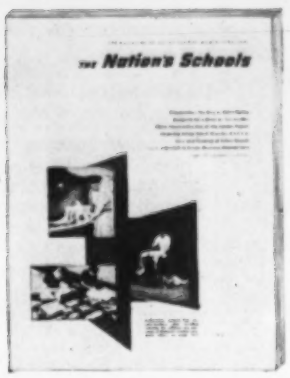
Public information films from business get optimum use on TV from MODERN distribution. The fact that many Modern-TV people are exclusively concerned with television opportunities is one reason why.

To learn how your business film can benefit from Modern distribution, write or call

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N.Y.

offices in 30 major U.S. cities

THE Nation's Schools



tell the BUYERS in the $15 billion public school MARKET

The important difference between a lot of people with a common interest and a MARKET is this: *a market buys*—a market is identifiable as a *group of BUYERS.*

The public school establishment of the U.S. is a *market.* It can be identified, located, pin-pointed as a group of BUYERS. Over 85% of the public school *market* can be found in 8000 basic school administrative units (those having 600 or more enrollment each). The BUYERS can be found in 8000 school administrative offices. The BUYERS are the chief school administrators and members of their administrative staffs.

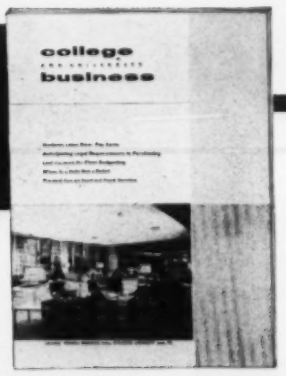
THE NATION'S SCHOOLS is published for the BUYERS in the public school market and nowhere else—concentrating on their needs and interests. THE NATION'S SCHOOLS is *wanted* by more of these BUYERS than any other similar magazine. That's why THE NATION'S SCHOOLS is the leader in the MARKET—wanted by MORE SELLERS. In 1959 by the largest margin in history.

Here's the 1959 advertising record (in pages):

THE NATION'S SCHOOLS	1503 pages
The School Executive-Educational Business	836 pages
School Management	603 pages
American School Board Journal	383 pages

to get into the nation's schools—get into THE NATION'S SCHOOLS!

college AND UNIVERSITY business



in today's $5.5-billion college market — to SELL you must tell the BUYERS

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program. 1960 *will be a billion-dollar college building year!*

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Illinois

Network Radio's Top Advertisers*

Based on Four Weeks Ending April 3, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	Frito Co. (ABC, CBS, NBC)	478	200,973
2	Pepsi-Cola Co. (4 Nets)	383	162,304
3	Time Inc. (NBC)	224	134,462
4	R. J. Reynolds Tobacco (4 Nets)	300	126,800
5	Pharmaco Inc. (ABC, MBS)	357	121,154
6	Renault Inc. (NBC)	170	109,434
7	Sterling Drug Inc. (CBS, MBS, NBC)	204	106,026
8	Ex-Lax Inc. (4 Nets)	179	77,594
9	Sylvania Electric Products (CBS, NBC)	114	67,504
10	Tyrex Inc. (CBS, NBC)	148	64,442
11	Kellogg Co. (CBS)	86	61,616
12	Grove Division-Bristol-Myers (CBS)	84	55,829
13	Whitehall-American Home Prod. (CBS)	72	53,753
14	General Mills Inc. (ABC, NBC)	110	45,347
15	Hudson Vitamin Products (ABC, MBS)	121	39,366
16	Automotive-American Motors (NBC)	88	37,091
17	Sunsweet Growers Inc. (NBC)	52	35,009
18	Quaker Oats Co. (NBC)	61	34,172
19	A. E. Staley Mfg. Co. (CBS)	40	33,329
20	Radio Corp. of America (NBC)	66	29,625

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Time Inc. (NBC)	178	96,858
2	Frito Co. (ABC, CBS, NBC)	213	94,990
3	Pharmaco Inc. (ABC, MBS)	294	91,083
4	Sterling Drug Inc. (CBS, MBS, NBC)	192	87,862
5	Renault Inc. (NBC)	128	76,457
6	R. J. Reynolds Tobacco (4 Nets)	193	69,142
7	Pepsi-Cola Co. (4 Nets)	130	59,270
8	Sylvania Electric Products (CBS, NBC)	94	53,949
9	Whitehall-American Home Prod. (CBS)	72	49,799
10	Wm. Wrigley Jr. Co. (CBS)	90	48,260
11	Ex-Lax Inc. (4 Nets)	108	45,343
12	Kellogg Co. (CBS)	69	45,004
13	Tyrex Inc. (CBS, NBC)	110	44,609
14	Grove Division-Bristol-Myers (CBS)	69	41,472
15	Oldsmobile-General Motors (CBS)	43	33,905
16	Chevrolet-General Motors (CBS)	59	33,324
17	Hudson Vitamin Products (ABC, MBS)	103	31,005
18	A. E. Staley Mfg. Co. (CBS)	40	30,315
19	General Mills Inc. (ABC, NBC)	73	29,524
20	Monroe Auto Equipment (MBS)	53	27,498

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Videodex Network TV*

April 1-7, 1960

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	48.6
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	37.1
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	35.1
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.6
5	Father Knows Best (Lever Bros., Scott Paper, CBS)	30.4
6	Danny Thomas Show (General Foods, CBS)	29.7
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	29.1
8	The Untouchables (Several sponsors, ABC)	28.9
9	Playhouse 90 (American Gas, Allstate, R. J. Reynolds, CBS)	28.3
10	The Real McCoys (Procter & Gamble, ABC)	27.9

Rank	Program	Homes (000)**
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	21,600
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,000
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	15,100
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,500
5	Father Knows Best (Lever Bros., Scott Paper, CBS)	13,000
6	Danny Thomas Show (General Foods, CBS)	12,800
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	12,400
8	The Untouchables (Several sponsors, ABC)	12,100
9	Playhouse 90 (American Gas, Allstate, R. J. Reynolds, CBS)	12,200
10	The Real McCoys (Procter & Gamble, ABC)	11,800

* Homes viewing in cities where program is telecast.

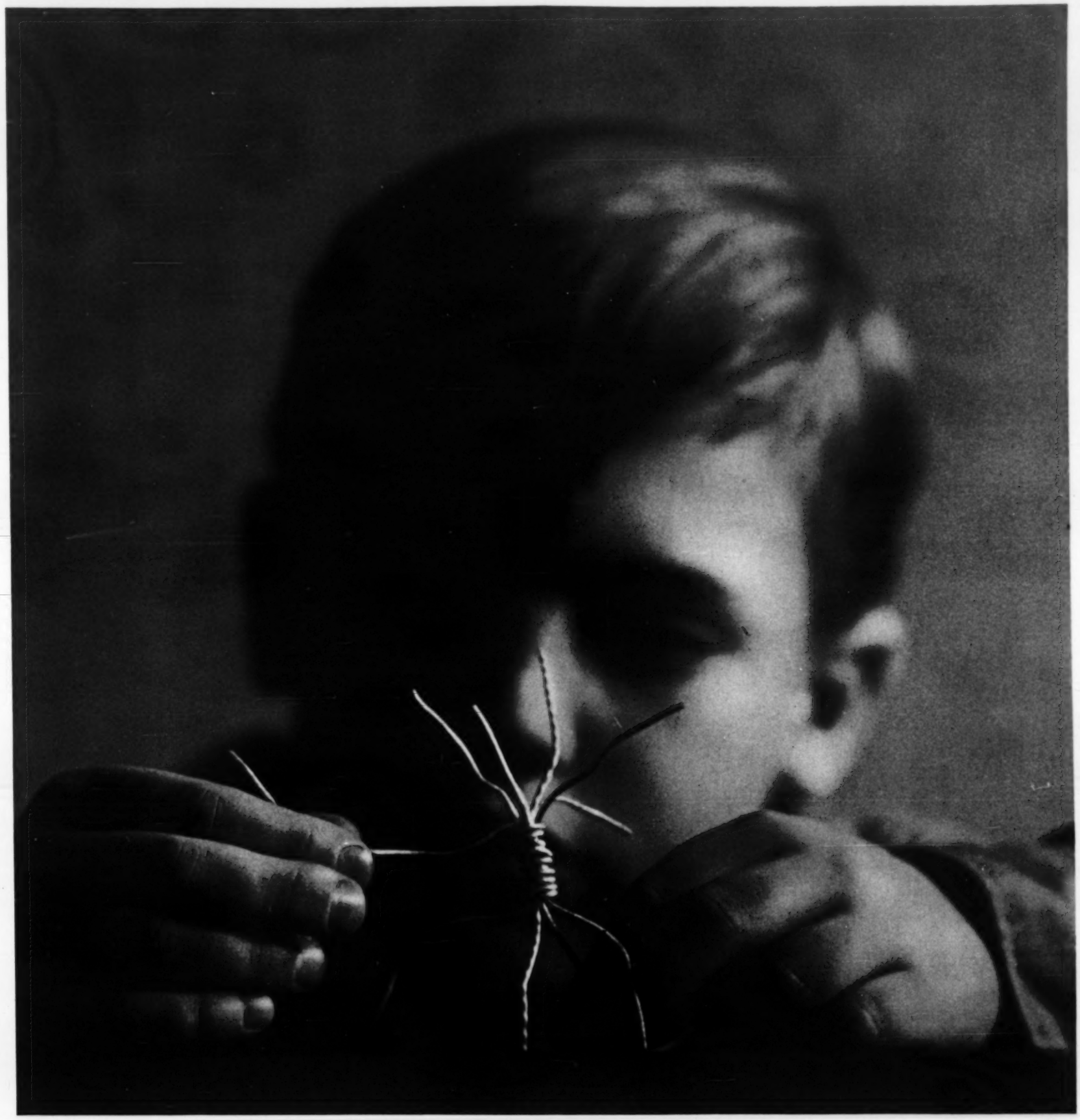
** Listed in sequence of rating level from first table.

Outdoor Council Elects Fontana

Joseph W. Fontana, vp of Foster & Kleiser, division of Metropolitan Broadcasting Corp., has been re-elected president of the Northern California Council of Outdoor Advertising, San Francisco. Other new officers are Phil Johnson, West Coast Advertising Co., vp; Jay Stott, Stott Advertising Co., secretary, and Arnold Deuschle, Naegele Outdoor Advertising Co., Oakland, treasurer.

Rowden Returns to St. Louis

Robert C. Rowden has returned to the St. Louis offices of the *St. Louis Post-Dispatch* as assistant advertising sales manager. Mr. Rowden, who has been with the newspaper for 31 years, formerly was in its Chicago office for 19 years, the past five years as manager. He was acting manager of the Chicago office of the new Million Market Newspapers group for the first three months this year.



Scoubidou (scoo' bee·doo); a miscellaneous collection of brightly colored strands of plastic or electrical wires that can be arranged to form something or nothing.

Voulez-vous scoubidou?

It's a craze that threatens to put the hula-hoop to shame. And to an adult it makes just about as much sense. Less, in fact. At least the hula-hoop was exercise. But maybe that's the secret ingredient in the scoubidou —its absolute uselessness. The child ties the wire to his imagination . . . and lets it run.

The fantastic world of a child's imagination has always been pretty much closed to adults. To gain admittance, you first have to acknowledge that they *have* something we've *lost*. Then try to get it back by talking and listening to them . . . before, during and after sales are made. Learn and relearn all the nuances of a child's inner workings . . . his needs, desires, emotions and attention spans.

It's called The Personal Approach. Indispensable in selling cookies, airline tickets or scoubidous.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

A Message from the Publisher of LIFE

"What has happened to
We dozed, slept and
There no longer sounds
speaking our mutual

More than anything else, it seems, the American people need and want right now a clear sense of National Purpose.

Some leaders say we should "sacrifice" more than we do; work harder, pay higher taxes. But for what? By sacrificing and by working and by paying, what is it we expect to achieve? Will greater efforts achieve Peace? What kind of Peace? And what do we do with Peace when we get it?

All over the land, LIFE correspondents tell us, Americans are asking questions like these—because they know the answers are vitally important to them *personally*: to their lives, their jobs, their families, their communities, their futures.

And so, next week, LIFE will try to reappraise many of the great statements of Purpose which have inspired Americans since the Declaration of Independence was written in 1776. LIFE will show many of the people who have embodied a National Purpose in the past, many of the places where a National Purpose has made itself manifest.

the American Dream?

it abandoned us.

a unifying voice

hope and will. **"**

William Faulkner

In the four following issues, this major series will continue as a distinguished group of thoughtful Americans revise, restate or reapply those statements to the radically changed situation in which we find ourselves in this world of 1960. Among them are Archibald MacLeish, David Sarnoff, Walter Lippmann and Billy Graham.

Life is proud to announce that *The New York Times* and other leading newspapers across the country will join with LIFE in making the need for a definition of the National Purpose known.

And more than this: LIFE invites all its readers to share in this endeavor.

Whether you feel yourself a great scholar or a home-made philosopher, whether you are a Presidential candidate or a humble voter—LIFE invites you all to read carefully, think hard and then speak out clearly. In its pages LIFE will try to provide a forum for your views.

C. D. JACKSON, *Publisher*

KLZ of Denver... Salutes...
A Radio-Active Business Executive

R. L. CAMPBELL
Denver Safeway Division Mgr.

Veteran Colorado Groceryman, Mr. R. L. "Bob" Campbell, recently appointed Denver Safeway Division Manager which entails the management of facilities in the six Rocky Mountain area states. Starting as grocery clerk in the late 1920's, Mr. Campbell has risen to Denver Safeway Division Manager with supervision of 150 supermarkets and a 13-acre Distribution Center.

For many years, the Denver Safeway Division has averaged over 30 announcements each and every week on KLZ Radio. You, too, can cash in on this responsive *Adult* audience by letting KLZ Radio pre-sell for you in the rich Denver Rocky Mountain Area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

'Scholastic' Opens in Detroit; Pondray Appointed Manager

Scholastic Magazines has opened a Detroit advertising office in the Fisher Bldg. C. Charles Pondray, former manager of the Detroit office of Ward-Griffith Co., has been named manager.

Kramer Joins Realist

Realist Inc., Menomonee Falls, Wis., has appointed Bill Kramer manager of advertising and promotions. Mr. Kramer was formerly with J. W. Martin Inc., Milwaukee, and in the merchandising department of Jos. Schlitz Brewing Co.

Sawyer Names Hadden

Thad S. Hadden, Detroit sales manager of Sawyer-Ferguson-Walker, newspaper representative, has been elected a vp.

KCBS Names Conway

KCBS Radio, San Francisco, has promoted Ted Conway from merchandising manager to account executive.

Coming Conventions

*Indicates first listing in this column.

May 15-18. The Proprietary Assn., 79th annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 18. Industrial Advertising Research Institute, research forum, Commodore Hotel, New York.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 24. Industrial Advertising Research Institute, research forum, Conrad Hilton, Chicago.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-2. Assn. of National Advertisers, workshop on advertising administration and financial control, Westchester-Biltmore, New York.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-14. New England Newspaper Advertising Executives Assn., summer meeting, Griswold Hotel & Country Club, Groton, Conn.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

*Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Samuel Moody to Shockey

Samuel S. Moody Jr., formerly senior merchandising executive at Dancer-Fitzgerald-Sample, has joined Ralf Shockey & Associates, New York, as vp of a newly formed grocery products division.

A GREAT NEW COMBO

The Grand Rapids Press COMBINATION RATE

Here's sweet new music. Now you can reach more customers in the big, rich Grand Rapids market at a new, low cost. For a combined rate of only 60¢ a line, you can now join the 124,170 daily Press circulation to the 83,671 Sunday Press circulation, for a grand total circulation of 207,841. Result: An over-all savings of 13¢ per line, or a discount of nearly 18%.

No other medium can cover the expanding Grand Rapids market as effectively and economically as the Grand Rapids Press. Grand Rapids is the wholesale and retail distribution center for the entire 23-county West Michigan area. Effective buying income of the 990,800 persons in this huge market is $1.5 *billion*. The Press reaches 9 out of every 10 homes in metropolitan Grand Rapids and 4 out of 10 homes in all of West Michigan.

See your Booth Michigan Newspaper representative today for full details about this new combination rate and put the Grand Rapids Press on your schedule. It deserves *top billing* in your next advertising campaign.

207,841 CIRCULATION*

COMBINED EVENINGS AND SUNDAY

FOR ONLY **60¢** PER LINE

ROP COLOR AVAILABLE IN COMBINATION, TOO!

One color and black advertising will be accepted on a combination-rate basis for 75¢ per line . . . 1,000 line minimum.

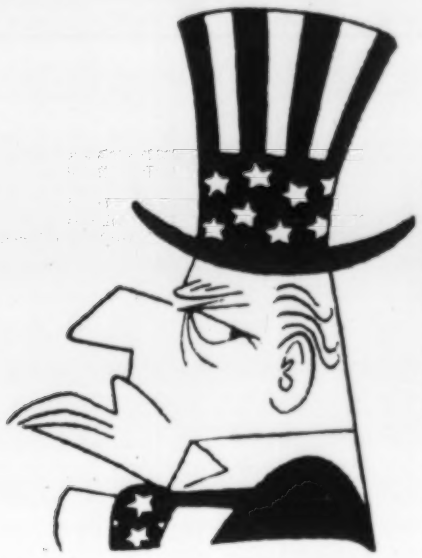
*Publisher's statement:
6 mos. ending March 31, 1960

Grand Rapids . . . the Distributing Center of Western Michigan

THE GRAND RAPIDS PRESS
EVENING • SUNDAY

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



Expense Account

In The New York Times Magazine, you learn about expense-account existence in New York: One elderly adman, asked how frequently he ate on his or somebody else's expense account, looked amazed at the naivete of the question. "Why, I haven't paid for my lunch in thirty-one years."

Impoverished

In The New York Times Magazine, you learn *more* about expense-account existence in New York: "I'm talking about the impoverished $40,000-a-year executive who can barely make ends meet. If he eats on the expense account every day, he saves about $6. That's $1,500 a year, tax-free . . . Meanwhile, his wife also has her big meal at noon, and at night she and her husband have two martinis and a Triscuit and turn in. You can see how much this saves in grocery bills. Of course, if he puts in an expense account when actually he went out alone and had a hot dog, he can make $12 a day."

Promised Land

In The New York Times Magazine, you learn what it's like to retire to Florida: They have learned to live on his annuity of $4,800 a year by carefully planning a budget: $350 a month for food, utilities, clothes and entertainment; $37.50 for winter heating; no eating out.

The New York Times Magazine

In The New York Times Magazine, you learn what it's like to make money. That's why it is first in advertising linage among all magazines. It gets results. Women, men, 1,350,000 families all across the country – and especially in rich New York–use it to shop by. Schedule it–and sell New York in New York's most powerful salesman, The New York Times.

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

NTA Spot Sales Names Two

John Fernandez, formerly an account executive at NTA Spot Sales, New York, station representative division of NTA Television Broadcasting Corp., has been promoted to sales manager. He replaces Pete Yemen, who was named an account executive at Television Advertising Representatives, station representative arm of Westinghouse Broadcasting Co. Lionel Furst, previously an account executive at NTA Spot Sales, has been promoted to the new post of spot sales liaison manager.

Famous Artists Appoints

Leonard J. Riess has been appointed to the new post of director of advertising for both Famous Artists Schools and Famous Writers School, Westport, Conn. He formerly had been in charge of advertising for Famous Artists Schools. Willard R. Espy has been named to the new post of creative director of advertising for both schools. He joined the schools early this year after heading his own pr company and serving as pr director of *Reader's Digest* for 16 years.

Harrington Joins Morse

George F. Harrington, formerly coordinator of radio-tv film activities at N. W. Ayer & Son, has joined Morse International, New York, as assistant director of the radio-tv production department. He replaces Carl E. Buffington, who recently was promoted to director of the department.

K&E Boosts Maschler, O'Neill

Thomas F. Maschler and Lawrence G. O'Neill, both account executives with Kenyon & Eckhardt, New York, have been appointed vps and senior account executives.

WE'RE ON THEIR LIST!

It's one of the largest shopping lists in business . . . made up by the buyers for nursing homes or homes for the aging. These homes, and there are more than 16,000 of them to date, need everything from bedpans to beauty aids.

You can get the staggering facts by reading our B P R D ad or writing to

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

CLARK SALESMEN—*Fizbee and The Chief, two characters in radio spots for Clark Oil & Refining Corp., Milwaukee, become visualized for the first time in mid-May when signs will appear on Clark gas stations.*

Wrangling 'Admen' in Clark Oil Radio Ads Emerge as Company Moves into Outdoor, TV

MILWAUKEE, May 10—Two comic characters whose antics in spot radio ads have helped Clark Oil & Refining Corp. sell gasoline will finally be visualized via station signs beginning May 15.

"Fizbee and The Chief," products of Tatham-Laird, Chicago, are the two make-believe admen whose commercials have three times won the Blair poll as "most liked" radio spots. This in spite of the fact that Clark advertises only in a nine-state area.

Clark depends heavily on radio for its advertising. Its budget is estimated at $1,000,000-plus; the Radio Advertising Bureau estimates that in 1959 Clark spent $820,000 in radio time costs.

■ The two Clark characters were born at Tatham-Laird in 1958, shortly after the agency succeeded Mathisson & Associates, Milwaukee, on the account.

At that time, Clark's radio commercials featured a catchy jingle. T-L recognized the strong identification inherent in the jingle, but felt the ads did not spell out enough product benefits, and sought a way to change the approach.

Jerry Birn, copy chief and creative director at the agency, described the situation:

"Somehow, our own conflict over what to do with the jingle suggested Fizbee and The Chief. We visualized The Chief as a blustering, pompous agent, a hard-sell character who understood his product much better than the people who bought it. Naturally, he hated the jingle; it didn't hammer home enough facts about Clark gasoline.

■ "Just as naturally, Fizbee liked the old jingle—both out of sentiment and because he's a music lover," Mr. Birn explained. "As he and his chief argued over whether or not to play it, the chief would lecture him on the virtues of facts, as against music, and in so doing name all the reasons why people should buy Clark. But the old windbag would always blunder into Fizbee's trap and the jingle would get played after all."

The point of conflict later shifted. Fizbee favored a new slogan: "Once you know, you go to Clark." The Chief, naturally, wanted something with more facts.

■ In the latest 13-week series of spots, due to begin May 17, Fizbee and The Chief will run for office, vying for the title of commissioner of manholes.

Fizbee and The Chief are now pretty well-known characters in the Midwest. Fizbee fan clubs have been formed; one disc jockey lightly requested valentines for Fizbee, and the station got hundreds of cards; and a minister once announced as the title of his sermon: "Once you know, you go to church."

The agency exercised great care in selecting the drawings to be used for Fizbee and The Chief, since listeners had their own notions about what the two should look like.

From a multitude of sketches submitted by artists at Ross Wetzel Studios, Chicago, one by Don Pegler was selected.

The station signs will feature the two characters, along with various slogans or short messages for Clark. The agency is also studying the use of Fizbee and The Chief on outdoor signs and for spot television.

■ Clark Oil, started by Emory Clark, who ran a single station in Milwaukee in the '30s and is now president, now markets in Minnesota, North Dakota, Iowa, Kansas, Missouri, Illinois, Wisconsin, Indiana and Michigan.

Sales of products and services for 1959 totaled $87,366,000, a 16% increase over 1958. Net income was $2,127,000, an increase of 49% over the previous year.

Clark stations feature fast in-and-out service, and have no grease racks or other repair facilities. The company sells a single grade of gasoline.

Advertising for Clark is directed at the male audience, and concentrated in the morning and evening driving hours to catch auto listeners.

The newest series (with voices, as in the past, done by Hollywood's Mel Blanc) consists of 12 one-minute spots and eight 20-second spots. In addition, the company uses some special material for its sponsorship of the Milwaukee Braves baseball radio broadcasts. #

AFA 5th District Elects

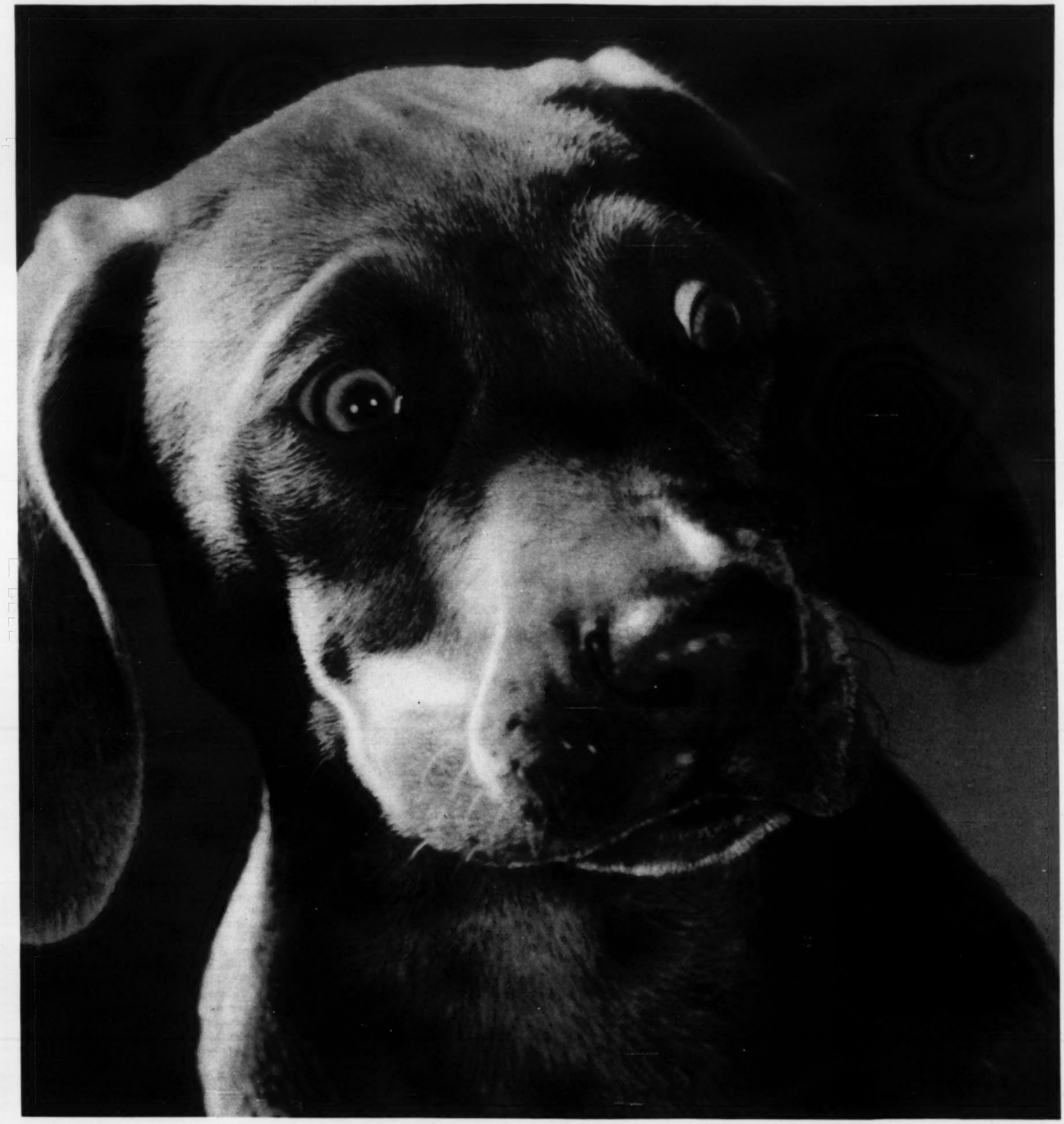
Paul Streb, Seiple Lithograph Co., has been elected governor of the Advertising Federation of America fifth district, which covers Kentucky, Ohio and West Virginia. Other officers are first Lt. Gov., Gordon Bruun, J. H. Maish Co.; second Lt. Gov., Fred N. Dettmar, Dayton Power & Light Co.; third Lt. Gov., O. B. Stauffer, American Steel & Wire Corp.; fourth Lt. Gov., W. J. Janzen, Amity Advertising & Letter Service Inc.; secretary, Paul Gilmore, WHBC, and treasurer, George R. Andrick, WSAZ Inc.

Think BIG when you think of PHOENIX

This is the only kind of "dozing" going on in the wide-awake Phoenix market! Want proof? In Metropolitan Phoenix in 1959 alone, construction reached an **all-time high** of $250 million, **up 47%;** population **increased** by **50,000;** building permits more than **doubled!** Sell your products in this **billion dollar market** through the **one medium** that gets in and digs for results with a **91.6%** daily metropolitan coverage, plus a **63.4%** state coverage.

The Arizona REPUBLIC The Phoenix Gazette
Morning and Evening Combination

CHAS. S. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.



AH, BUT THE TAIL DOES WAG THE DOG!

27 minutes of best-in-show entertainment. Blue ribbon audience ratings by the yard. But when it comes to the payoff question of *profit*, it's those 3 minutes of *product sell* that count. At N. W. Ayer & Son we take pride in our record in Show Business. But we take even greater pride in our record of selling goods. In Radio-TV it's the *commercial* that gets the order ... the message that's exactly right for product, problem, audience ... the "tail" that wags the dog. **N. W. AYER & SON, INC.**

The commercial is the payoff

Another Home from Better Homes

A reprint of an advertisement which appeared in the March issue of NRFA Trendicators

NEW from Better Homes & Gardens
A Home Furnishings Sales Program with 3-fold benefits for you

with BH&G's new program . . .

1 *your sales people learn basics of good decorating . . . gain greater on-the-floor selling confidence . . . sell more of your store's home furnishings merchandise*

2 *you can set up a traffic-pulling Decorating Ideas corner and Planning Center for customers*

3 *you have audio-visual program materials for consumer store promotions and decorating clinics*

Prepared especially for National Retail Furniture Association and affiliated* association member stores, Better Homes & Gardens up-to-date, authoritative Home Furnishings Sales Program places special emphasis on teaching the fundamentals of good decorating; AND it relates knowledge of furnishings facts, *and your store merchandise*, to specific sales situations.

The Sales Program is designed to help sell today's home furnishings customer, who is often well-read and informed on many aspects of decorating. When she shops, she wants more than merchandise facts . . . she wants authoritative ideas and know-how on how to use home furnishings the correct way!

The material provided in BH&G's Home Furnishings Sales Program will serve effectively as the nucleus for a traffic-pulling Decorating Ideas corner and Planning Center for your store.

And that's not all! The audio-visual elements of the program provide your store with the means for building good public relations in your community. You can provide the home furnishings sound and full-color filmstrips to local clubs, schools and other organizations for showing under your store's sponsorship. Also, the four different color filmstrips can serve as the basis for in-store promotions for customers.

This Home Furnishings Sales Program is adaptable to any size staff, and can be led by a member of your store. Subjects covered in its ten scheduled sessions include room planning and furniture arrangement, color, furniture styles and construction, window treatments, floor coverings, bedding. Instruction is so planned that sales points can be illustrated with merchandise your store carries regularly. Each sales person gets his own special sales training manual that includes a complete copy of Better Homes & Gardens authoritative, 432-page Decorating Book.

The complete basic Sales Program package includes: one special ring-bound Leader's Guide with 9-page Review Quiz for person conducting sessions; three Salesman's Manuals including Review Quizzes; (all Manuals contain a complete BH&G Decorating Book and special study text for co-ordinating the use of the Decorating Book in sales sessions and on-the-floor selling); four 35mm color filmstrips titled "Well-Dressed Windows," "Ideas for Bedroom-Bathroom Beauty," "Color Ideas—Your Key to Good Decorating," "Furniture Arrangement Ideas—Your Key to Good Decorating;" (recorded and printed commentaries plus Study Guides and Program Ideas are included with the filmstrips); four BH&G Furniture Arrangement Kits; four one-year BH&G subscriptions; one BH&G Home Furnishings Ideas annual; one BH&G Home Improvement Ideas annual.

In addition to the basic package, a special set of 104 35mm slides is available. These are illustrations from the popular BH&G's Decorating Book that are referred to in the Leader's and Salesman's Guides.

**Affiliates: Southern Retail Furniture Association, Chicago Retail Furniture Association, Canadian Retail Furniture Association.*

Furnishings FIRST & Gardens!

NATIONAL RETAIL FURNITURE ASSOCIATION

666 Lake Shore Drive, Chicago 11, Illinois

Please send me ..... Basic Home Furnishings Sales Program Package(s). *Priced at $119.50 each.*

Please send me ..... set(s) *of 104 35mm slides co-ordinated with Leader's Guide presentation from Manual. Priced at $66.00 each.**

Please send me ..... additional subscriptions to BH&G. *Priced at $1.50 each.**

Please send me ..... additional Salesman's Units consisting of *BH&G Decorating Text with complete Sales Manual, 9-page Review Quiz, and BH&G Furniture Arrangement Kit. Priced at $15.95 each.**

**Available only to purchasers of complete basic package.*

SHIPPING INSTRUCTIONS *(all shipments sent express collect from Des Moines, Iowa)*

Store Name _____

Attention of _____

Street Address _____

City _____ Zone _____ State _____

Date _____ Signature _____

☐ Check enclosed (make payable to National Retail Furniture Association)

☐ Send bill

Another publishing first *from* Meredith of Des Moines...

America's biggest publisher of ideas for today's living and tomorrow's plans

Launches Schick Customatic

Schick Inc., Lancaster, Pa., is introducing a lower-price, single speed shaver, the Customatic, as a companion to the three-speed Schick. Advertising will be in magazines, newspapers, spot and network television and point of sale, built around the theme, "The finest single-speed electric razor of them all." Suggested retail price is $22.50, compared with $27.95 for the three-speed version. Benton & Bowles, New York, is the Schick agency.

Abat Names R. M. Stocking

Abat Inc., Mount Vernon, N. Y., manufacturer of sail boats and launches, has named R. M. Stocking Co., New York, as its agency.

These Successful Advertisers Put Their Money On ROUNSAVILLE RADIO

The 82 successful advertisers listed below *know* what they want, and more important, *how to get it!* That's why they consistently place their money on Rounsaville Radio. Their success reflects Rounsaville Radio's tremendous recognition among the Negro population of six metropolitan markets—a vast consumer group of 1,433,915 Negroes with an annual income of $824,000,000—AFTER TAXES! These advertisers were quick to recognize the fact that no other medium effectively reaches this big, rich market. Rounsaville Radio is indeed proud to have been a part of the growth and continuing success of these distinguished names.

American Snuff Company
Bull-of-the-Woods Chewing Tobacco
Favorite Chewing Tobacco
Garrett Sweet Snuff
Hot Shot Insecticide
American Tobacco Co.
Lucky Strike Cigarettes
Pall Mall Cigarettes
Riviera Cigarettes
Anheuser-Busch, Inc.
Budweiser Beer
Busch-Bavarian Beer
Delta Syrup
Regal Beer
American Beauty Hams
Arrid
Ballantine Beer
BC Headache Remedy
Black Draught
Bleach & Glow Skin Cream
Bristol-Myers Company
Mum
Trig
Burger Beer
Carling Black Label Beer
Carnation Milk
Clabber Girl Baking Powder
Delmonico Foods
Dixie Peach Skin Cream
Falls City Beer
Falstaff Beer
Folger Coffee
Ford Automobiles
Frank Tea & Spice Company
E. & J. Gallo Winery
Eden Roc Wine
Gypsy Rose Wine
Thunderbird Wine
Gibson Wine Company
Gillette Safety Razors
Hellmann's Mayonnaise
Holsum Bread
Honey Krust Bread
Hoyt's Cologne
Hudepohl Beer
Interstate Bakeries
Butternut Bread
Italian Swiss Colony Wines
Arriba Wine
Golden Spur Wine
Italian Swiss Colony Wine
Jax Beer
Koolaid
Liggett & Myers Tobacco Company
L&M Cigarettes
Duke Cigarettes
Lipton Tea
Long-Aid for the Hair
Lydia Pinkham
Manischewitz Wine
Melody Hill Wine
Miller High Life Beer
Modess
Nadinola Skin Cream
Nature's Remedy
Oertel's '92 Beer
Oklahoma Oil Company
Gaseteria Stations
Palmer's Skin Success
Pet Milk
Pharmaco, Inc.
Artra Skin Tone Cream
Feenamint
Real Kill
R. J. Reynolds Tobacco Company
Camel Cigarettes
Winston Cigarettes
Riceland Rice
Roma Wine
Roman Bleach
Rosie O'Grady Wine
Royal Crown Cola
Royal Crown Hairdressing
Schlitz Beer
Scott's Emulsion
Sealtest Dairies
Silver Bar Beer
Sinclair Refining Co.
666 Cold Remedy
Society of the Plastic Industry
Southern Bell Telephone & Telegraph Company
Southern Star Meats
SSS Tonic
Starlac
STP Magic Oil
Sulfur 8
Swamp Root
Tetley Tea
Texaco
Tip Top Bread
Tropical Beer
Varallo Chili
Vaseline Petroleum Jelly
Viceroy Cigarettes
Wiedemann Beer
Wild Irish Rose Wine
Wonder Bread
William Wrigley Company
Doublemint Gum
Spearmint Gum
Yodora

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

HOW THE HERMAN BROTHERS ERECTED A 32' x 60' MACHINE SHED IN 9 DAYS... SAVED $132.03 BY BUILDING WITH STRONGBARN

Inside you'll find: complete list of building materials and costs
step-by-step construction photos
building tips
farm-building floor plans

THE BROTHERS HERMAN—*Clark and Paul Herman were "stars" of this 16-page booklet showing how they constructed a machine shed using Strongbarn corrugated galvanized steel, made by Granite City Steel Co., Granite City, Ill.*

Home Economics Teachers Prefer 'Good Housekeeping'

Home Economics Teacher Service, New York, reports that results of its latest survey on magazine preferences of home economics teachers shows *Good Housekeeping* led the field with 27.7% of the first preferences. *Better Homes & Gardens* came in second with 26% of first preferences. *Better Homes & Gardens* was the favorite last year by an equally slight margin. *Reader's Digest* is again the most popular of the general magazines with a first preference rating of 10%.

Survey results indicate that the magazines which give the most information about grocery products and their use are the most acceptable to consumers, Home Economics Service said.

McCollom Joins Gardner

J. Robert McCollom has joined Gardner Advertising Co., St. Louis, as an account executive on the Chow division of Ralston Purina Co. Mr. McCollom, formerly with Klau-Van Pietersom-Dunlap, succeeds Kenneth Hieronymus, who has been assigned to the Gardner account group serving Deere & Co. and Elanco Products Co. division of Eli Lilly & Co.

Graff Joins Bozell & Jacobs

Lloyd Graff has joined Bozell & Jacobs, Sioux City, as an account executive. Mr. Graff was formerly announcer and continuity director of KTIV, Sioux City.

Skim off the Cream of the Mass Market

New York's mass market runs from higher-than-average-income neighborhoods to tenement sections.

The Mirror is strongest where incomes are highest.

No wonder the Mirror gained 10,000 readers in three years among New Yorkers owning high-priced cars.

Make The Mirror a MUST!

Strongbarn Ad Push Is Built as Farmers Build Shed in 9 Days

GRANITE CITY, ILL., May 10—Although farmers Clark and Paul Herman never dealt with copy and layout before, they were instrumental in the creation of an ad campaign for Granite City Steel Co. which has drawn a strong coupon response through farm publications.

The Hermans are stars of a 16-page illustrated brochure showing how the two men erected a machine shed, built with Strongbarn corrugated galvanized steel, on their farm near Mount Auburn, Ill.

Gardner Advertising Co., St. Louis, wanted to get realism into a campaign for Granite City Steel Co.'s Strongbarn roofing and siding. Working through distributors, the agency located the Hermans, who were planning to build the 32x60' shed.

Gene Murray, a member of Gardner's creative-contact department, literally lived with the Hermans during the nine days it took them to build the shed. A photographer covered every step of the construction, and Mr. Murray used a tape recorder to get the Hermans' description of every phase of the job.

■ Pictures and copy of the Herman building project were incorporated into the booklet offered to farmers and ranchers in ads appearing in farm publications during the spring building season in the Midwest.

Copy for both ads and booklet was taken almost wholly from the Herman brothers' recorded conversations. Ads in the campaign use direct quotes, pictures of the brothers at work and offers of the booklet. Radio is also being used to promote the offer of the booklet.

The booklet gives construction details, a list of materials needed, and total cost for the project. #

Morton Salt Names La Pietra

Morton Salt Co., Chicago, has appointed Vincent La Pietra to take over the duties of John K. Spengler, who has retired after 40 years with the advertising department. Mr. La Pietra's duties will include department administration, as well as being active in the purchase of premiums, advertising novelties and point of sale display materials.

Kupperman Joins North

Dolores E. Kupperman has joined North Advertising, New York, as marketing and merchandising director. Mrs. Kupperman was formerly owner of Cosmetic Marketing & Merchandising Co.

Hertz Stops Plane Rentals to Avoid CAB Restrictions

CHICAGO, May 10—Hertz Rent A Plane System Inc., a subsidiary of Hertz Corp., has decided to fold up its operation after two years in business (AA, May 12, '58).

Walter L. Jacobs, president of Hertz Corp., said the airplane rental business was being abandoned because Hertz did not feel that it was subject to the jurisdiction of the Civil Aeronautics Board.

He agreed that independent plane rental operators franchised by Hertz, and their aircraft, were subject to CAB regulations. But, he added, "we did not believe that the plane rental system's advertising, sales promotion, contracts and other internal relationships should be regulated."

■ Mr. Jacobs pointed out that Hertz did not sell or engage in air transportation or rent aircraft, but merely franchised aircraft operators who provided the services. Hertz had no investment in planes or service operations, he said.

A CAB examiner ruled last September that Hertz was operating as an indirect air carrier and was subject to CAB regulations. CAB stepped into the picture last year after receiving a complaint from a group of plane rental operators.

With the demise of Hertz Rent A Plane System, Foote, Cone & Belding has lost an account. The company started two years ago with an ad budget of about $50,000, but spent little or nothing on ads this past year because of the CAB situation. #

A&C Adds Volvo Business, Names Two New Copywriters

Volvo Import Inc. has named Anderson & Cairns, New York, to handle advertising for its farm tractors. The agency already handles Volvo passenger cars, trucks and marine and industrial engines. Anderson & Cairns also announced that Eileen Moroney and Henry Mazzeo have joined the agency as copywriters. Mr. Mazzeo was formerly with Ted Bates & Co., Norman, Craig & Kummel and G. M. Basford Co. Miss Moroney was previously with the agency as a copywriter from 1956 to 1959.

Two Join Dawson & Turner

Dawson & Turner, Portland, Ore., has added two members to its staff: P. D. Jenkins, former Portland food broker and national sales manager of S&W Fine Foods coffee division, as marketing director and account executive, and Alice Lewis, formerly with Young & Rubicam in New York and most recently publicity director for Timberline Lodge, in Oregon, as print media buyer.

Three Stations Name Weed

Weed Radio Corp. has been appointed national representative for KPAM, Portland, Ore., formerly handled by Meeker Co.; KALE, Richland, Wash., which has been represented in California by Weed and in the East by Walker-Rawalt Co., and KXIV (formerly KONI), which was handled on the West Coast by Tracy Moore & Associates.

WAMV Names Good Music

WAMV, St. Louis, formerly handled by Gill-Perna, has appointed Good Music Broadcasters as its national representative.

diamond white

LYNN ST. JOHN

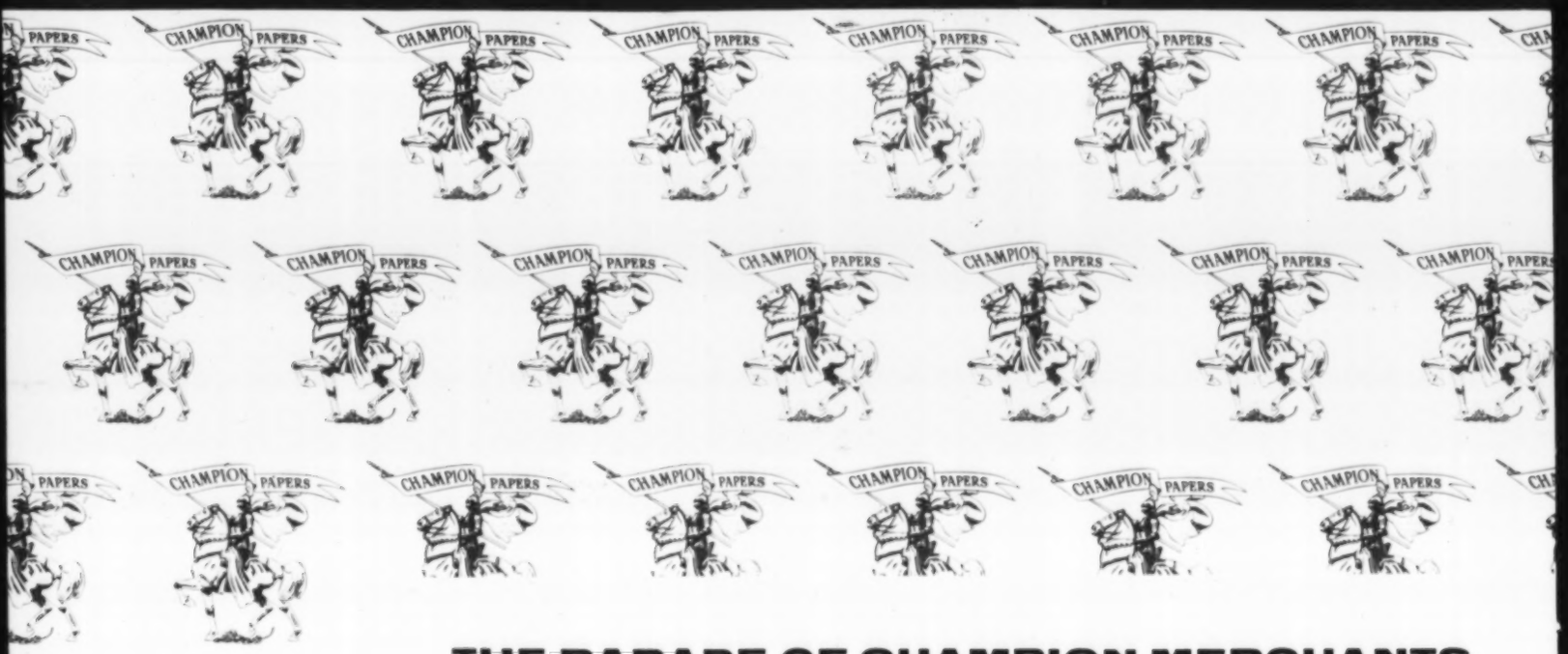
WEDGWOOD® COATED OFFSET

This famous Champion paper is now better than ever before, to give you a new foundation for color. Special press-proved coatings make it diamond white for sparkling reproduction. Tone values are truer, highlights brighter. Same famous high speed performance.

Get the full story from your Champion paper merchant or write directly to

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

© THE CHAMPION PAPER AND FIBRE CO. 1960



THE PARADE OF CHAMPION MERCHANTS

QUALITY HOUSES THAT OFFER A QUALITY LINE OF PAPER

ALABAMA
Birmingham — The Whitaker Paper Company
Mobile — The Partin Paper Company
Montgomery — W. H. Atkinson...Fine Papers

ARIZONA
Phoenix — Blake, Moffitt & Towne
Butler Paper Company
Tucson — Blake, Moffitt & Towne

ARKANSAS
Little Rock — Roach Paper Company

CALIFORNIA
Fresno — Blake, Moffitt & Towne
Los Angeles — Blake, Moffitt & Towne
Carpenter Paper Company
Oakland — Blake, Moffitt & Towne
Sacramento — Blake, Moffitt & Towne
San Francisco — Blake, Moffitt & Towne
Carpenter Paper Company
San Jose — Blake, Moffitt & Towne
Stockton — Blake, Moffitt & Towne

COLORADO
Denver — Graham Paper Company

CONNECTICUT
Hartford — John Carter & Co., Inc.
New Haven — John Carter & Co., Inc.

DELAWARE
Wilmington — Whiting-Patterson Co., Inc.

DISTRICT OF COLUMBIA
Washington — The Whitaker Paper Company

FLORIDA
Jacksonville — The Jacksonville Paper Co.
Miami — The Everglade Paper Company
Orlando — The Central Paper Company
Tallahassee — The Capital Paper Company
Tampa — The Tampa Paper Company

GEORGIA
Atlanta — The Whitaker Paper Company
Macon — The Macon Paper Company
Savannah — The Atlantic Paper Company

IDAHO
Boise — Blake, Moffitt & Towne

ILLINOIS
Chicago — Dwight Brothers Paper Company
Parker, Schmidt & Tucker Paper Co.
Decatur — Decatur Paper House, Inc.
Peoria — Peoria Paper House, Inc.
Quincy — Irwin Paper Company
Rock Island — C. J. Dufley Paper Company

INDIANA
Fort Wayne — The Millcraft Paper Company
Indianapolis — Indiana Paper Company, Inc.

IOWA
Des Moines — Carpenter Paper Company
Pratt Paper Company
Sioux City — Carpenter Paper Company

KANSAS
Topeka — Carpenter Paper Company
Wichita — Southwest Paper Company

KENTUCKY
Louisville — The Rowland Paper Company, Inc.

LOUISIANA
New Orleans — The D & W Paper Co., Inc.

MAINE
Augusta — John Carter & Company, Inc.

MARYLAND
Baltimore — Garrett-Buchanan Company
The Whitaker Paper Company

MASSACHUSETTS
Boston — John Carter & Company, Inc.
Springfield — John Carter & Company, Inc.
Worcester — John Carter & Company, Inc.

MICHIGAN
Detroit — The Whitaker Paper Company
Grand Rapids — Central Michigan Paper Co.

MINNESOTA
Minneapolis — C. J. Dufley Paper Company
Inter-City Paper Company
St. Paul — C. J. Dufley Paper Company
Inter-City Paper Company

MISSISSIPPI
Jackson — Jackson Paper Company
Meridian — Newell Paper Company

MISSOURI
Kansas City — Carpenter Paper Company
Wertgame Paper Company
St. Louis — Acme Paper Company
Shaughnessy-Kniep-Hawe Paper Company

MONTANA
Billings — Carpenter Paper Company
Great Falls — Carpenter Paper Company
Missoula — Carpenter Paper Company

NEBRASKA
Lincoln — Carpenter Paper Company
Omaha — Carpenter Paper Company

NEW HAMPSHIRE
Concord — John Carter & Company, Inc.

NEW JERSEY
Newark — Central Paper Company
Trenton — Central Paper Company

NEW MEXICO
Albuquerque — Carpenter Paper Company

NEW YORK
Albany — Hudson Valley Paper Co.
Binghamton — Stephens & Company, Inc.
Buffalo — Hubbs & Howe Company
Jamestown — The Millcraft Paper Company
New York City — Forest Paper Co., Inc.
Milton Paper Co., Inc.
Pohlman Paper Co., Inc.
Reinhold-Gould, Inc.
Royal Paper Corporation
The Whitaker Paper Company
For Export — Bulkley Dunton (Far East)
Bulkley Dunton S. A.
Champion Paper Corp., S. A.
Champion Paper Export Corp.
Rochester — Genesee Valley Paper Company

NORTH CAROLINA
Asheville — Henley Paper Company
Charlotte — The Charlotte Paper Company
Raleigh — Epes-Fitzgerald Paper Company

OHIO
Akron — The Millcraft Paper Company
Cincinnati — The Cincinnati Cordage & Paper Company
The Whitaker Paper Company
Cleveland — The Millcraft Paper Company
Columbus — Sterling Paper Company
Dayton — The Cincinnati Cordage & Paper Co.
Mansfield — Sterling Paper Company
Toledo — The Millcraft Paper Company

OKLAHOMA
Oklahoma City — Carpenter Paper Company
Tulsa — Beene Paper Company
Tayloe Paper Company

OREGON
Portland — Blake, Moffitt & Towne
Carter, Rice & Co.
(Division of Carpenter Paper Company)

PENNSYLVANIA
Allentown — Kemmerer Paper Company
(Division of Garrett-Buchanan Company)
Lancaster — Garrett-Buchanan Company
Philadelphia — Garrett-Buchanan Company
Paper Merchants, Inc.
Whiting-Patterson Company, Inc.
Pittsburgh — The Whitaker Paper Company
Reading — Garrett-Buchanan Company

RHODE ISLAND
Providence — John Carter & Company, Inc.

SOUTH CAROLINA
Columbia — Epes-Fitzgerald Paper Company

SOUTH DAKOTA
Sioux Falls — Sioux Falls Paper Company

TENNESSEE
Chattanooga — Bond-Sanders Paper Company
Knoxville — The Cincinnati Cordage & Paper Company
Memphis — Tayloe Paper Company
Nashville — Bond-Sanders Paper Company

TEXAS
Amarillo — Kerr Paper Company
Austin — Carpenter Paper Company
Dallas — Carpenter Paper Company
El Paso — Carpenter Paper Company
Ft. Worth — Carpenter Paper Company
Harlingen — Carpenter Paper Company
Houston — Carpenter Paper Company
Southwestern Paper Co.
Lubbock — Carpenter Paper Company
San Antonio — Carpenter Paper Company

UTAH
Ogden — Carpenter Paper Company
Salt Lake City — American Paper & Supply Company
Carpenter Paper Company

VIRGINIA
Norfolk — Epes-Fitzgerald Paper Company
Richmond — Epes-Fitzgerald Paper Company

WASHINGTON
Seattle — Blake, Moffitt & Towne
Carpenter Paper Company
Spokane — Blake, Moffitt & Towne
Spokane Paper & Stationery Co.
Tacoma — Blake, Moffitt & Towne
Yakima — Carpenter Paper Company

WEST VIRGINIA
Huntington — The Cincinnati Cordage & Paper Company

WISCONSIN
Milwaukee — Dwight Brothers Paper Company

CANADA
Toronto — Blake Paper Limited

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO

BEHOLD! — *Commuting admen in New York get this kind of a view of how their clients' ads look on posters in regional promotions.*

ANSWER-AMERICA

Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office

ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.

RAndolph 6-2339

AFFILIATE ANSWER CANADA

GOA Gives N.Y. Admen Peep at Clients' Wares

NEW YORK, May 10—General Outdoor Advertising Co. here has decided to let Madison Ave. admen see how their clients' advertising looks on GOA bulletins in other parts of the country.

GOA has set up a special display in Manhattan designed to reach ad people commuting from Westchester County and Connecticut via New York Central and New Haven railroads.

Two 24-sheet panels have been set up with the top poster giving the name of the creating ad agency. From this an arrow directs attention to the poster below which shows products promoted in other parts of the country via posters.

■ Designs are selected in Chicago by GOA's executive art director, Bill Miller, and sent on to New York where C. Robert Leach, director of New York City sales, makes the final decision on which poster to use.

So far two campaigns—Zee paper towels (Cunningham & Walsh) and Libby's pineapple-grapefruit drinks (J. Walter Thompson)—have been shown, each for 10 days. The "campaign" will run for about two years. No plans are being considered for setting up a similar display in other cities. #

ASHRAE Names Murray

John D. Murray has been appointed midwestern advertising representative of the *ASHRAE Journal*, published by the American Society of Heating, Refrigerating & Air-Conditioning Engineers, New York. Mr. Murray, who will have offices at 35 E. Wacker Dr., Chicago, succeeds William J. Gatenby, who has been appointed sales manager of the *Journal* in New York.

Waddell to 'Electronic Products'

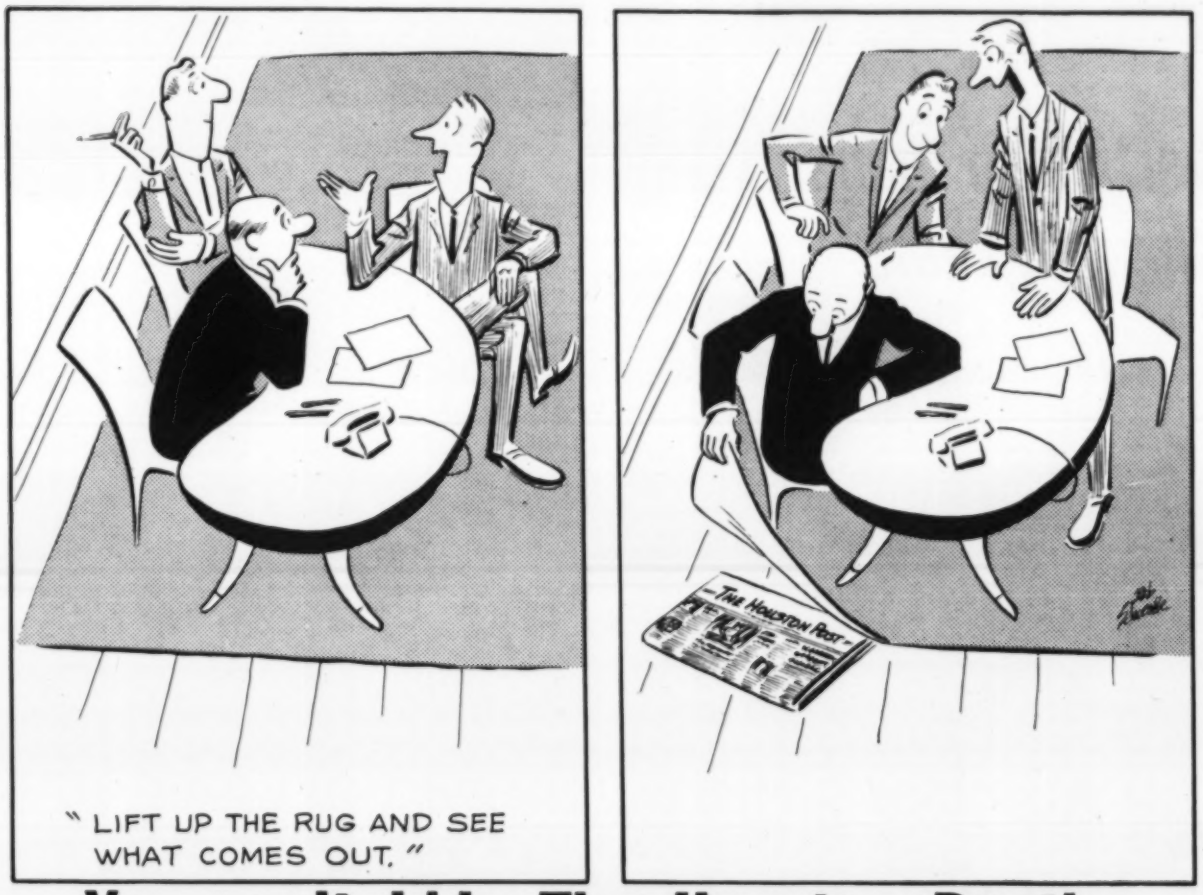
Electronic Products, Hempstead, N.Y., has named B. Chester Waddell, 61 High St., Rockport, Mass., New England district manager. He formerly was New England district manager of *Media/scope*.

Rose-Martin Adds One: Moves

Rose-Martin, New York, has been appointed to handle advertising for Ackerman Shoes, New York, maker of women's shoes. Rose-Martin has moved to larger quarters at 3 W. 57th St.

Seiberling Promotes Bowling

Bernard B. Bowling, sales representative of Seiberling Rubber Co., New Comerstown, O., since 1957, has been named to the new post of sales promotion manager for the plastics division.



You can't hide The Houston Post's circulation lead daily and Sunday!

According to the latest ABC Publisher's Statements, The Houston Post is Houston's largest newspaper **daily and Sunday** . . . seven days a week!

Like to throw a few figures into the adding machine and see what comes back? Try these: 13,618 more circulation daily and 1,942 more Sunday circulation than the second Houston newspaper . . . and at the same line rate. The arithmetic is simple. The Houston Post is the obvious buy for the Houston market.

When you plan your next newspaper schedule for the Houston market, remember The Houston Post is Houston's number one newspaper — your **first** buy. The figures tell the story. Use the leader — advertise in The Houston Post.

DAILY*					SUNDAY*	
The Post (Monday-Saturday 6 day average)	**The Chronicle** (Monday-Friday 5 day average)	**The Chronicle** (Saturday only)	**The Press** (Monday-Friday 5 day average)	**The Press** (Saturday only)	**The Post**	**The Chronicle**
209,066	195,448	178,884	101,398	88,667	**218,509**	216,567

*ABC Publisher's Statement for 6-month period ending September 30, 1959

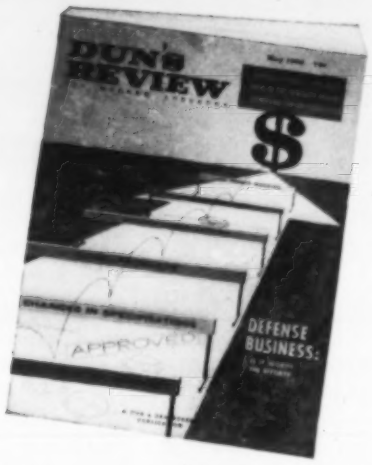
THE HOUSTON POST

Member

6006

Represented nationally by Moloney, Reagan & Schmitt

for the right impact on business decisions...



advertise to management in the magazine

edited for the age of the manager

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising.

And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act. When you advertise to business your advertising belongs in . . .

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

Kight Janszen Andrick Gilmore
Bruun Streb Dettmar

NEW OFFICERS—*Paul Streb, sales manager, Seiple Lithographing Co., Canton, O., has been elected governor of the fifth district of the Advertising Federation of America at the group's annual convention in Columbus. He succeeds William W. Kight, president, Kight Advertising Agency, Columbus. Other officers elected are J. Gordon Bruun, vp, Jay H. Maish Co., Marion, O., 1st lt. governor; Fred Dettmar, director of public relations, Dayton Power & Light Co., 2nd lt. governor; Wilbur J. Janszen, president, Amity Advertising & Letter Service, Cincinnati, 4th lt. governor; George Andrick, sales manager, WSAZ, Huntington, W. Va., treasurer, and Paul Gilmore, sales manager, WHBC, Canton, O., secretary. Not shown is O. B. Stauffer, American Steel & Wire, Cleveland, new 3rd lt. governor.*

Election Book Distributed

National Distillers Products Co., New York, is distributing 500,000 copies of a 36-page booklet, which contains information about national political candidates, conventions and elections, to taverns and liquor stores for distribution to their customers. Written by United Press International, the booklet includes three b&w page ads for Old Crow straight bourbon.

Welsh Opens Consultant Co.

Vernon M. Welsh, vp for communication of General Dynamics Corp., New York, has resigned to form his own communication consulting company. Mr. Welsh will continue to consult General Dynamics "on specific projects." As communication vp he had directed the company's public relations, advertising and publications programs.

Freedman, Middleton to Bishop

Hazel Bishop Inc., New York, has appointed Kenneth M. Freedman sales manager and Matthew J. Middleton vp. Mr. Freedman was formerly general sales manager of the Lady Esther division of Chemway Corp. Mr. Middleton was director of marketing of Helena Rubinstein Inc. and has been a consultant in the last year.

EWRR Shifts Yale & Towne

The Yale materials handling division of Yale & Towne Mfg., Philadelphia, which has been serviced by Erwin Wasey, Ruthrauff & Ryan's New York office for 10 years, will now be handled by the agency's Philadelphia office. The move was made "to provide closer coordination between Yale brand materials handling advertising and the agency."

Williams & London Adds One

Modern Packaging Co., Mount Holly, N. J., which produces custom laminations for special packaging requirements, has named Williams & London Advertising, Newark, its first agency.

Cross Joins Roland Reed

Frederick R. Cross has joined Roland Reed Productions, Los Angeles, as vp in charge of sales. Mr. Cross was formerly advertising director of Stewart-Warner Corp., Chicago.

These people are "Ready-to-Buy"

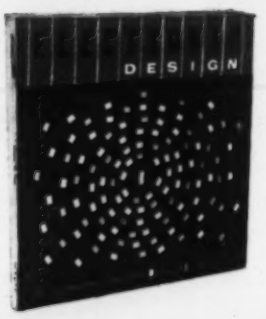
Coming soon...a new way to reach your most valuable market... the people who are "Ready-to-Buy!"

How to Get More Results From Your Advertising in the EOEM

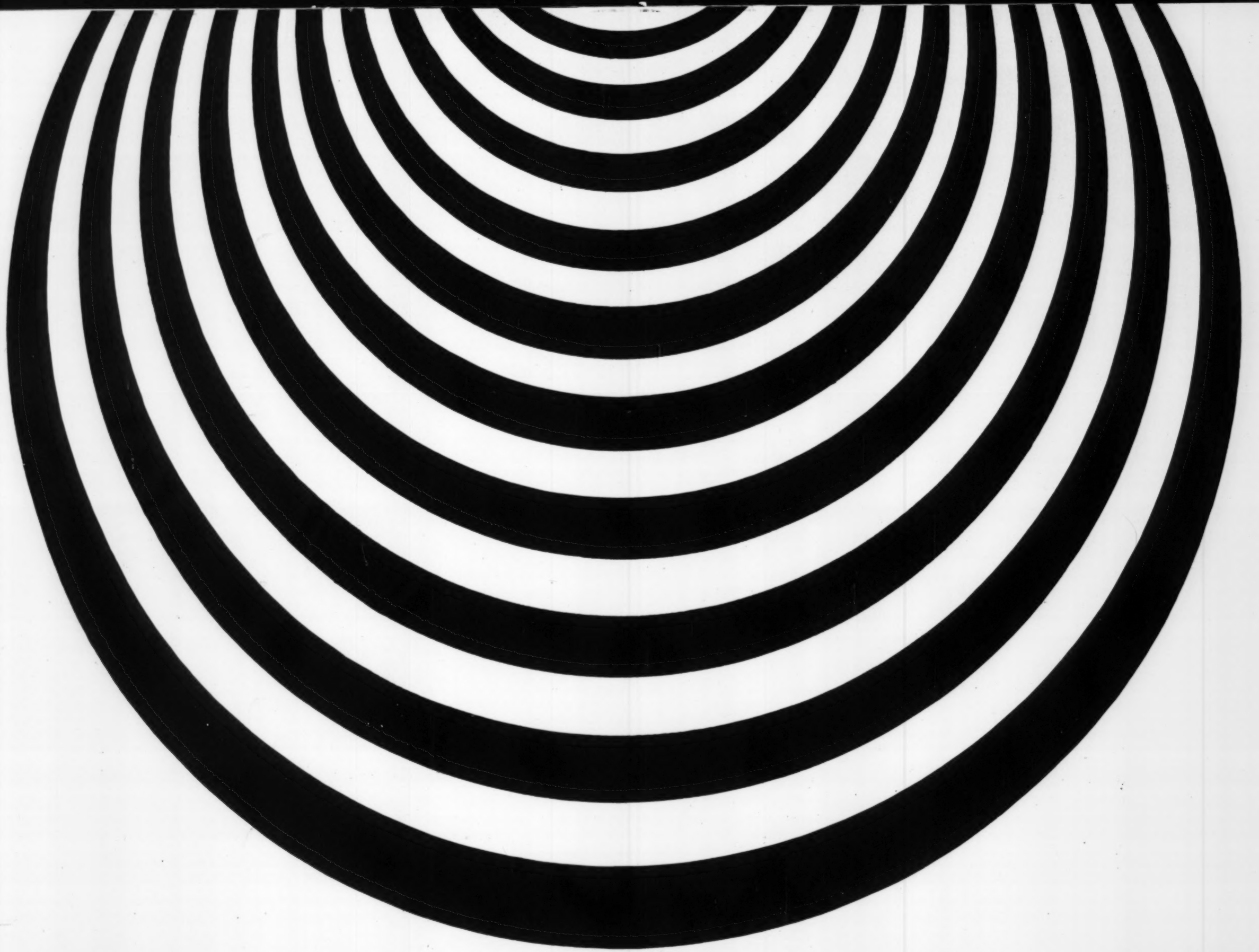
Concentrate each campaign on a single product or product line . . . highlight user benefits, tell why your product is better than your competitors'. Soft pedal brag and boast. Go heavy on engineering data. Cover all the selling qualities . . . cost . . . performance . . . delivery . . . test data . . . range of operation . . . ease of assembly . . . production shortcuts. Do this with clean, bold layout; adequate space. Avoid gimmicks. Stress product illustration. Refer to Reader Recall readership studies. Since the design engineer is the key to specification, your advertising should speak in his language, speak often enough for him to remember it, in the magazine he reads most. In the magazine he reads *first* . . . *Electronic Design.*

1,000,000

ELECTRONIC DESIGN IS NOW FORWARDING INQUIRIES AT THE RATE OF 1,000,000 PER YEAR TO MANUFACTURERS



more than a magazine . . . a Selling FORCE



Growth figures, like optical illusions, aren't all they seem to be. For instance: There are 77,900 more manufacturing companies today than there were 15 years ago. That's growth — 31% worth.

However, the top of this market — manufacturing firms which employ 100 or more people and do three-quarters of the business — has remained remarkably stable. It has grown by only 350 firms, 1.9% since 1945.

Right now, there are only 18,770 manufacturing firms with over 100 employees, so you don't have to play the numbers game to cover your market. Because Fortune goes where sales come big; Fortune gets results.

FORTUNE
The Magazine of Management

Keystone Adds 11 Affiliates

Keystone Broadcasting System, Chicago, has announced the addition of 11 new affiliates. They are KYND, Tempe, Ariz.; KCCB, Corning, Ark.; KBJT, Fordyce, Ark.; WLIZ, Lake Worth, Fla.; WITY, Danville, Ill.; WITE, Brazil, Ind.; WJQS, Jackson, Miss.; KLCB, Libby, Mont.; KOLE, Port Arthur, Tex.; KTER, Terrell, Tex., and KULE, Ephrata, Wash.

Illinois Bell Names Ebersold

Charles W. Ebersold, assistant vp in the public relations department of American Telephone & Telegraph Co., has been appointed general manager—merchandising of Illinois Bell Telephone Co., Chicago. Mr. Ebersold succeeds Oliver W. Tuthill, who has been elected vp and controler of the company.

The SENIOR *Fresh*-man says...

USE THE OL' BEAN to get *Fresh Profits*

in the 7 BILLION DOLLAR FRESH FRUIT AND VEGETABLE INDUSTRY

MARKET that BUYS BIG...

insecticides to implements, ice machines to irrigation!

Let me send you rates and our latest area-coverage folder.

The PACKER Publishing Company

201 Delaware Kansas City, Mo.

JIM CONNELL, SALES MANAGER

IN EVERY GROWING AREA KEY MEN READ

Since 1893

The Weekly Newspublication of the Fresh Fruit and Vegetable Industry

ABC ABP

Along the Media Path

Peters, Griffin, Woodward, is offering to radio stations it represents a new agency audition, "Phone-A-Check." As PGW's radio colonels make their daily sales rounds, they invite time buyers to "judge the sound for themselves," by picking up their telephones, dialing for special Phone-A-Check number and asking to hear a particular PGW-represented radio station. Buyers can then listen to as much as 15 minutes of the on-the-air approach and personalities of the station. Each station is represented by a specially produced "composite" tape which, in capsule form, highlights music policies, news coverage, service features and personality approaches.

• The Business Newspapers Assn. of Canada has won **Media/Scope's** highest award for media research for its "London Study."

• **WMAL,** Washington, purchased commercial time for three days on WNTA, Newark, in an effort to draw the attention of New York agency time buyers to its new morning personality team of Harden & Weaver.

• The **Houston Post** recently celebrated its 75th anniversary with a special edition, "Houston—City of Change." To help the *Post* celebrate its anniversary, Gulf State Advertising Agency, the newspaper's agency, sent the *Post* a birthday cake, which contained 200 eggs and about 75 lbs. of sugar, plus rum and fresh raspberries.

• The **Montreal Star** ran a special 12-page travel supplement based on President Eisenhower's proclamation making 1960 "Visit U.S.A. Year," in its April 30 edition.

• **WRCV** and **WRCV-TV,** Philadelphia, NBC-owned stations, have won six awards for outstanding broadcast news coverage. The awards were made by the Pennsylvania Associated Press Broadcasters.

• The **Houston Chronicle** and the South Texas Master Photo Dealers Assn. will jointly sponsor a

people respond to *WHAS·TV*

The Program — "53 MILES FROM DEATH"

The Result — CONELRAD IN EVERY SCHOOL!

Early in 1959, Louisville was threatened by a devastating tornado. It struck only fifty-three miles away.
A WHAS-TV news documentary, "53 Miles From Death," revealed that the area's school children were inexcusably unprotected. Local school systems and Civil Defense were hopelessly confused about alerting and precautionary procedures.
Aroused viewers demanded and got a clear-cut procedure and Conelrad weather warning receivers for all of the area's public and parochial schools . . . America's most extensive school use of Conelrad.
Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

photo fair May 27, 28 and 29 in the hall of exhibits at the Shamrock Hilton Hotel.

• **McGraw-Hill Publishing Co.** has launched "Nucleonics Week," a weekly newsletter supplementing the monthly coverage provided by *Nucleonics*. Subscriptions are available at $75 a year in North America and $90 abroad (including cost of air mail) only in conjunction with *Nucleonics*.

• To encourage increased summer book sales, the **New York Times** will issue its Vacation Book Store display kit in mid-May to leading booksellers all over the country. Each kit features posters, in-store display pieces, window streamers, shelf-talkers and book inserts.

• Tom Walters, of the **Charlotte Observer,** has been named "southern photographer of the year" and Bill Gordon of WFMY-TV, Greensboro, was named "television photographer of the year" by the Carolinas Press Photographers Assn.

PLAY BALL—*Little Mr. WIBW checks over his equipment in preparation for the 1960 season of baseball broadcasting. He will listen to the Kansas City Athletics games on WIBW, Topeka, and watch them on the CBS-TV weekend "Game of the Week" telecasts.*

Woodeson Flujit Voyce McKenna Sanada Putnam Laurie Einsiedel Smith Babcok Oerfice

INTERNATIONAL FORCE—*The men who sell the space in the international editions of Newsweek meet in New York for the company's annual meeting. Borden E. Putnam, vp and treasurer, sits at the head of the table, banked by Keith Woodeson, Preston Babcok, Nigel Smith, and Hans Flujit, London; Guy Voyce, Dick Orefice, Barry McKenna, New York; Roy Sanada, Tokyo; Laurence C. B. Laurie, Newsweek International's ad director; and Wittigo Einsiedel, Frankfurt.*

• A survey on retail trends in the photographic business has been published by **Photo Developments.** Additional information on the survey is available from M. L. Green, director of publications, *Photo Developments*, 104 E. Michigan, Jackson, Mich.

• **Popular Science** and the National Retail Lumber Dealers Assn. will offer a jet vacation trip to Brazil for two as first prize in their annual Fall Home Improvement program. A duplicate prize will be awarded the dealer who services the winning contestant.

• Outdoor living, from cooking in the family backyard to sleeping under the stars, is the theme of a mid-May selling promotion to be held May 19 through 28 in Des Moines, Ia., under the joint sponsorship of **Better Homes & Gardens** and the Merle Hay Plaza Merchants Assn. Merle Hay Plaza, a shopping center, will utilize its facilities, ranging from department stores and supermarkets to popcorn shops and complete banking services, in the promotion, "*Better Homes & Gardens* Says It's Outdoor Living Time."

• Philadelphia's three tv stations, **WRCV-TV, WCAU-TV** and **WFIL-TV** and its three newspapers, the **Bulletin**, the **Inquirer** and the **Daily News** recently told the story of "A New Decade; A New Challenge." The tv stations showed a documentary film and the newspapers ran special pictorial supplements covering all phases of municipal operations during the past year.

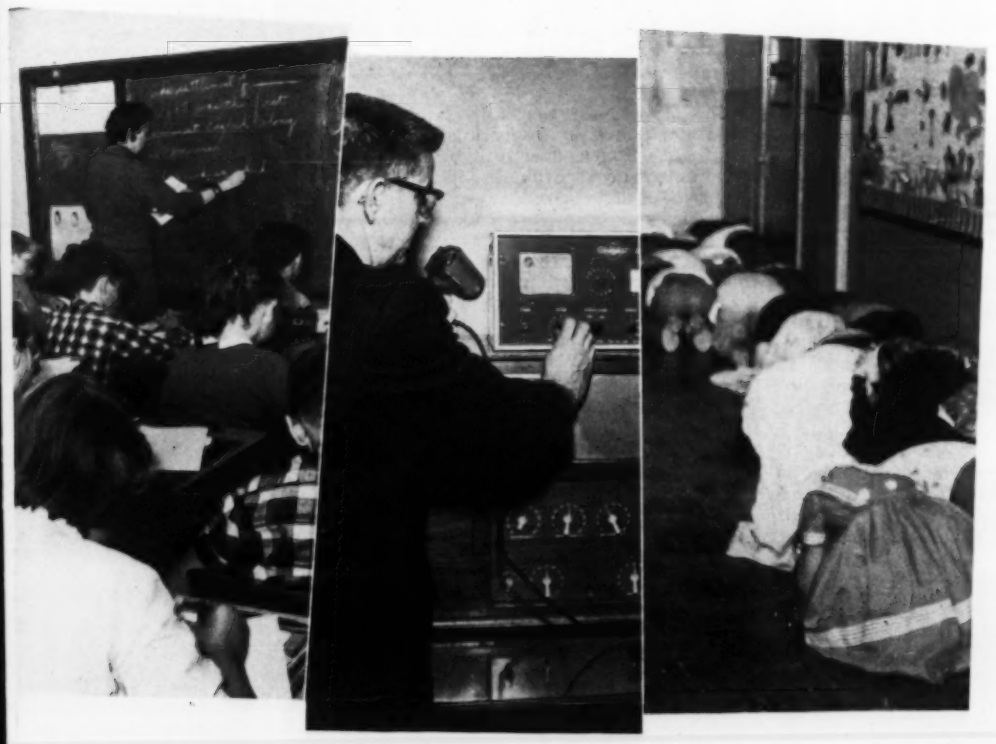
• The Canadian editions of **Reader's Digest** have published four of the ten marketing and advertising fact books planned for this year. They are "Canada's National Market," "Canada's French Market," "Canada's Automotive Market" and "Canada's Food Market." Additional information is available from *Reader's Digest*, 1015 Beaver Hall Hill, Montreal.

• **KHOU-TV**, Houston, recently celebrated its move to new studios with week-long celebrations, including dedication ceremonies, followed by a reception and dinner, and coverage of San Jacinto Day events in a 90-minute special originating at San Jacinto battleground.

• **CBS Radio** has mailed to all of its affiliate stations a four-part kit on CBS News' staff and operation. The promotion plan contains a variety of exploitation aids, including feature stories on the "World News Roundup" and biographical outlines and glossy photos of 24 CBS newsmen.

• **Detroit Free Press** ran a 12-page, multi-color section May 1 on three different shades of newsprint for the J. L. Hudson Co. department store. The "Festival of Flowers" section featured summer fashions and Mother's Day gift suggestions. Included in the same issue was a 24-page comics-book-type section on "How to Fish Like an Expert," sponsored by U.S. Rubber Co.

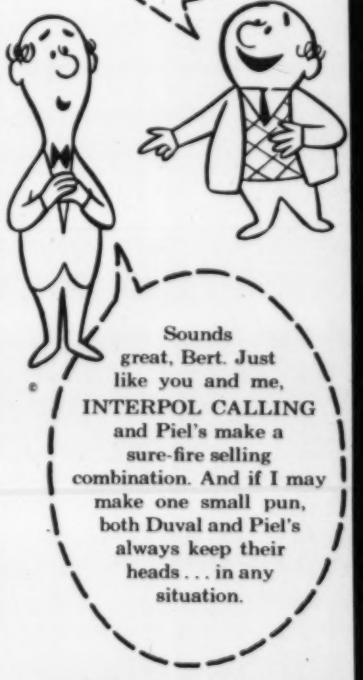
• **WAVY-TV**, Norfolk-Portsmouth-Newport News, has inaugurated a summer audience promotion contest called "$25,000 Dialarama." Throughout the day, telephone calls are made to local households



WHAS·TV
CHANNEL 11
LOUISVILLE
11
Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

Attention advertisers!
Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'
the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

I T C
INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. • N. Y. 22 • PLaza 5-2700
ITC OF CANADA, LTD.
100 University Ave. • Toronto 1, Ont. • EMpire 2-1166
© 1960 PIEL BROS., BROOKLYN, N. Y.

FEATURE

THE KEY TO

MASS COMMUNICATION

Send for a copy of FEATURE Magazine — America's prime publicity medium. It reaches all leading U.S. editors with your publicity feature stories.

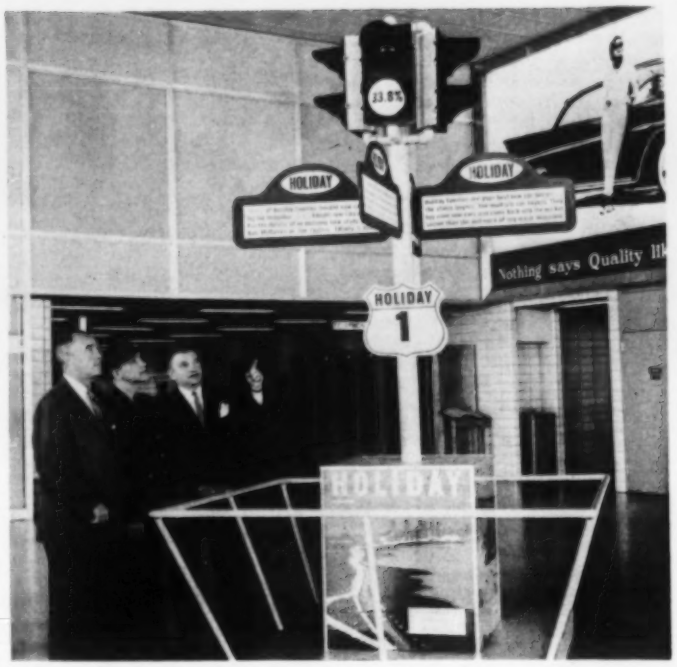
CENTRAL FEATURE NEWS INC.
1475 BROADWAY, LO 4-3123

and if the "contestant" can name the item shown on the screen when the call was made, he wins the item. If the item cannot be identified, a consolation prize is awarded. All brand names are being used for prizes in the promotion, which will run through the fall.

• **Cosmopolitan,** marking its 55th year as a Hearst magazine, carried its first five-page, four-color section, with Celanese Corp. of America the advertiser, in its May issue.

• A two-hour parade, featuring more than 12 floats, six marching bands, and more than 200 marchers, and a reception and open house marked the opening of the new studios of **WPTR,** Albany.

• The **St. Petersburg Times,** St. Petersburg, marked its 75th anniversary with six separate sections, one printed each month. The special editions dealt with the development of 10 counties along the Gulf Coast.



Wellman MacDonald McCarren

HOLIDAY SIGNPOST—*A genuine traffic signal in the Detroit Metropolitan airport concourse dramatizes a new Holiday survey which shows that its readers buy more automobiles per family than any other magazine reading group. The signal flashes the figures 33.8 and 28.2, the former representing percentage of Holiday families who bought at least one new car in 1959 and the latter the percentage who bought new autos during the earlier recession period. Viewing the exhibit are Joseph E. Wellman, president of the Detroit Terminals Advertising Co.; Archie MacDonald, safety officer at the airport; and Kenneth G. McCarren, manager of Holiday's Detroit ad sales office.*

• In a departure from the usual sales luncheon, **KQV,** Pittsburgh, and its representative, Adam Young Inc., recently hosted a luncheon for 30 baseball-minded media people. Pie Trainor, former Pittsburgh Pirates ballplayer, now with KQV, was the guest of honor.

• For the first time in the 133 years it has been published, the **Journal of Commerce** carried a four-color insert in its May 11 issue. The insert, sponsored by Enjay Co., was fed on continuous rolls into the *Journal of Commerce* when the issue was printed.

• **Modern Converter,** business paper serving the foil, film and paper converting industry, will be stepped up to a twice-monthly beginning in July.

• A **Coronet** ad-merchandising brochure aimed at increasing the magazine's liquor advertising pages features Manny Hoffman, general handyman and bartender at the magazine's suite in New York.

• **KFVS-TV,** Cape Girardeau, Mo., has begun construction on its new tv tower, which will rise 1,676' above ground.

• **Nevada State Journal,** Reno, ran a 16-page section in its April 24 issue announcing the opening of the Gazette-Journal Bldg.

• Former President Harry S. Truman recently visited Broadcast House, in Washington, D.C., to view a **WTOP-TV** historical documentary, "VE Plus Ten," which presented many of the architects of the Allied victory in Europe, who reflected on their role in the war and evaluated world conditions ten years later. The film was originally shown in 1955.

• A "*Parade* 1960 Family Vacation Guide & Map," listing 100 sights in the U.S. that no visitor should fail to see, is available for $1 from **Parade,** Box 47[illegible], Dept. 18, Radio City Station, New York 19. Included with the book and map are tickets to 12 attractions in the U.S. with a potential cash value of $35.

• The United Press International recently awarded the news department of **WFAA-TV,** Dallas, a special award for "achievement and enterprise in 1960" for its "dramatic and complete television coverage in May 1959, of the gunman who held several persons captive overnight in their residential section of the city."

• The **Young Catholic Messenger,** Dayton, O., celebrated its 75th anniversary with a special anniversary booklet telling the story of the publication.

• The **Denver Post** won first place awards in all three categories in the 1959-'60 newspaper comics promotion contests sponsored by the Newspaper Comics Council.

• **Department of New Laurels:**

For the first six months of 1960 **Parents' Magazine's** national edition will carry 382.68 pages of advertising with a gross revenue of $3,827,089. This is a 13% gain in number of pages of advertising and an 18.3% increase in dollars over the same period in 1959.

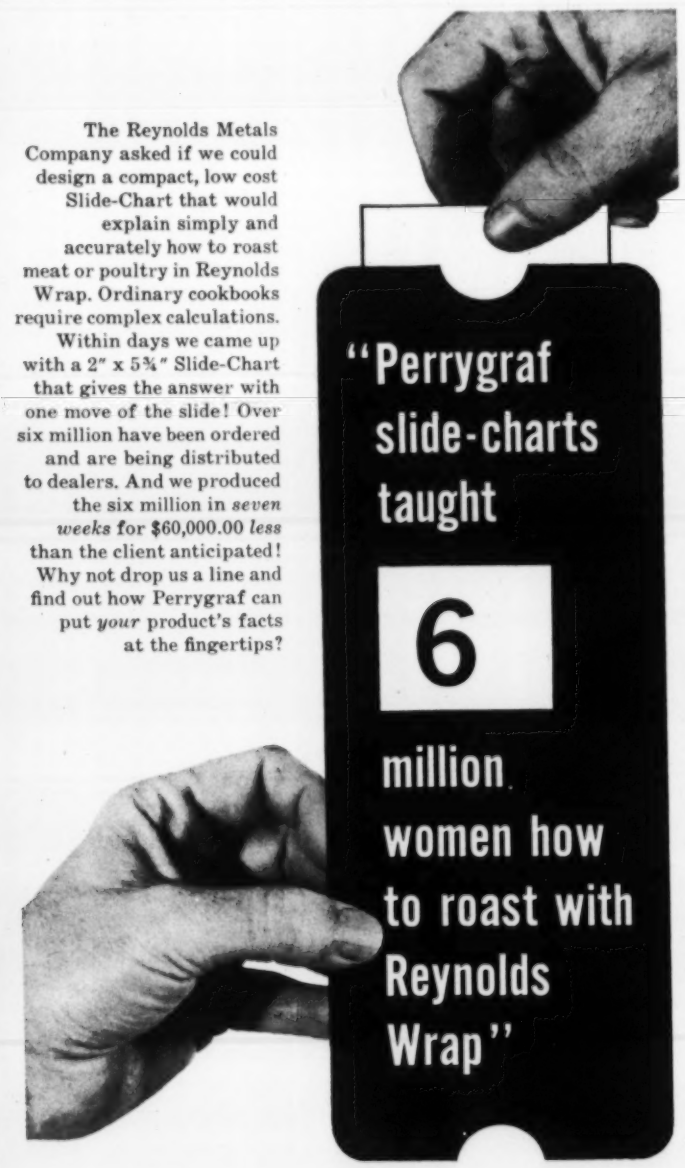
Net profit of **McCall Corp.** for the first three months of 1960 increased to $608,574 or 91¢ per share as compared to $595,673 or 89¢ per share in 1959. Net sales of $22,379,051 for the first three months of 1960 were at an alltime high and showed a 20% increase over the $18,618,712 registered for the same period of the previous year.

Your New Baby will carry 113.-82 pages of advertising, with a gross revenue of $423,063, during the first six months of 1960. This represents a 13% gain in number of advertising pages and a 20.5% gain in revenue over the corresponding 1959 period. #

The Reynolds Metals Company asked if we could design a compact, low cost Slide-Chart that would explain simply and accurately how to roast meat or poultry in Reynolds Wrap. Ordinary cookbooks require complex calculations.

Within days we came up with a 2" x 5¾" Slide-Chart that gives the answer with one move of the slide! Over six million have been ordered and are being distributed to dealers. And we produced the six million in *seven weeks* for $60,000.00 *less* than the client anticipated!

Why not drop us a line and find out how Perrygraf can put *your* product's facts at the fingertips?



Perrygraf Slide-Charts are precision made in facilities geared to turning out hundreds—or millions. In any size order, delivery and prices will amaze you.

Here's how you can get this modern inexpensive sales tool for your company. Give us a word picture of the job your Slide-Chart is to perform. Give us necessary data sheets or catalog pages if that's convenient. Tell us who will use the Slide-Chart and what quantities you will need. No obligation, of course. We'll tell you how your Slide-Chart can be made, what it will cost and we'll show you comparable jobs we've done.

FREE—36 page, full color booklet showing how Perrygraf Slide-Charts can work for you. 122 case histories. Write for free copy.

PERRYGRAF CORPORATION
1500-F Madison Street, Maywood, Illinois
150-F South Barrington Avenue, Los Angeles 49, Calif.
Sales Offices in Principal Cities

This man is "Ready-to-Buy"

Coming soon...a new way to reach your most valuable market... the people who are "Ready-to-Buy!"

WHEN THE FOCUS IS ON **FASHION**—REMEMBER

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News is read by families whose median income is $1070 a year higher than Metropolitan Chicago as a whole. These are the people who spend more on fashions...and on food and furniture too, for that matter. What's more, the Daily News median adult reader spends at least 35% more time with his paper than readers of the other Chicago dailies.

Joe Lowe to Launch Push for Popsicles May 31

Joe Lowe Corp., New York, will promote Popsicles in a four-week spot tv campaign on kid shows in 112 markets, beginning May 31. The schedule will include about 30 60-second and 10-second spots per market. Joe Lowe Corp. also will use outdoor advertising in more than 300 markets and comics sections in about 80 newspapers. Gardner Advertising Co. is the agency.

'McCall's' Names Frankel

McCall Corp., New York, has appointed Stanley A. Frankel a vp and assistant to the publisher of *McCall's*, a new post. Mr. Frankel, with the company since 1958, was formerly assistant to the president.

'RD' in Canada Boosts Two

A. J. Conduit, advertising director of the Reader's Digest Assn. (Canada), Montreal, and R. T. Holroyd, circulation director, have been elected vps.

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Glenwood 4-5471 Toledo 12, Ohio

Top 100 TV Advertisers

Network and Spot Totals for 1959

Gross Time Cost Only

Rank	Company	Total TV	Spot TV	Network TV
1.	Procter & Gamble	$95,340,352	$45,046,800	$50,293,552
2.	Lever Bros.	46,853,895	14,118,940	32,734,955
3.	American Home Products	38,767,078	10,657,620	28,109,458
4.	Colgate-Palmolive	36,358,414	13,879,890	22,478,524
5.	General Foods	35,489,721	14,599,400	20,890,321
6.	General Motors	21,391,774	1,370,030	20,021,744
7.	R. J. Reynolds Tobacco	20,376,277	4,252,450	16,123,827
8.	Bristol-Myers	20,361,357	7,744,650	12,616,707
9.	Adell Chemical	18,132,030	18,132,030	——
10.	Brown & Williamson	17,845,593	9,252,640	8,592,953
11.	P. Lorillard & Co.	17,002,728	4,177,170	12,825,558
12.	Sterling Drug	16,636,373	3,660,910	12,975,463
13.	Gillette Co.	16,387,524	2,745,350	13,642,174
14.	General Mills	16,156,947	3,237,710	12,919,237
15.	Miles Laboratories	15,251,345	7,830,830	7,420,515
16.	Liggett & Myers	14,540,097	2,948,590	11,591,507
17.	Kellogg Co.	13,442,861	5,988,600	7,454,261
18.	American Tobacco	13,348,880	3,467,440	9,881,440
19.	Warner-Lambert	13,053,414	10,690,620	2,362,794
20.	Ford Motor Co.	12,999,287	951,000	12,048,187
21.	Philip Morris	12,982,348	4,387,270	8,595,078
22.	Continental Baking	11,582,615	10,806,480	776,135
23.	Pharmaceuticals	11,077,037	418,050	10,658,987
24.	Chrysler Corp.	10,496,356	989,090	9,507,266
25.	Standard Brands	10,389,650	4,135,040	6,254,610
26.	National Biscuit	9,730,022	2,130,880	7,599,142
27.	Carter Products	8,942,365	3,474,300	5,468,065
28.	Corn Products Refining	8,747,887	4,226,190	4,521,697
29.	S. C. Johnson & Son	8,224,585	1,098,880	7,125,705
30.	National Dairy Products	7,841,357	1,445,980	6,395,377
31.	Revlon Inc.	7,500,964	3,284,050	4,216,914
32.	International Latex	7,381,340	7,381,340	——
33.	Pillsbury	6,934,594	2,712,080	4,222,514
34.	Texaco	6,848,210	649,380	6,198,830
35.	Alberto-Culver	6,675,537	1,535,130	5,140,407
36.	General Electric	6,473,224	278,590	6,194,634
37.	Ralston-Purina	6,222,860	1,808,340	4,414,520
38.	Bayuk Cigars	6,125,682	162,910	5,962,772
39.	Armour & Co.	5,890,528	1,291,160	4,599,368
40.	American Chicle	5,828,120	2,496,540	3,331,580
41.	Eastman Kodak	5,767,735	107,470	5,660,265
42.	Beech-Nut Life Savers	5,476,210	636,840	4,839,370
43.	Texize Chemicals	5,360,900	5,360,900	——
44.	Campbell Soup	5,258,735	492,060	4,766,675
45.	Drug Research Corp.	5,196,249	2,742,900	2,453,349
46.	Westinghouse Electric	5,166,205	——	5,166,205
47.	Du Pont	5,165,744	481,250	4,684,494
48.	Scott Paper	5,112,346	1,011,750	4,100,596
49.	Quaker Oats	4,669,746	1,859,690	2,810,056
50.	Nestle	4,562,151	2,581,390	1,980,761
51.	Aluminum Co. of America	4,538,651	625,730	3,912,921
52.	Borden	4,450,906	2,824,470	1,626,436
53.	Vick Chemical	4,387,941	3,115,200	1,272,741
54.	Block Drug	4,117,202	1,250,630	2,866,572
55.	Anheuser-Busch	3,992,497	343,427	3,649,070
56.	Radio Corp. of America	3,967,716	125,880	3,841,836
57.	Coca-Cola Co. & Bottlers	3,943,140	3,567,960	375,180
58.	United Merchants & Manufacturers	3,840,970	3,840,970	——
59.	Prudential Insurance	3,776,169	——	3,776,169
60.	J. A. Folger & Co.	3,722,440	3,722,440	——
61.	Falstaff Brewing	3,695,939	2,061,370	1,634,569
62.	Chesebrough-Ponds	3,691,519	1,419,880	2,271,639
63.	Avon Products	3,677,040	3,677,040	——
64.	Kaiser Industries	3,672,894	——	3,672,894
65.	Helene Curtis Industries	3,520,372	1,787,350	1,733,022
66.	Ford Motor Co. Dealers	3,438,840	3,438,840	——
67.	Kimberly-Clark	3,291,632	——	3,291,632
68.	U. S. Steel	3,274,480	48,660	3,225,820
69.	Jos. E. Schlitz Brewing	3,260,557	1,850,150	1,410,407
70.	Carnation	3,225,438	584,590	2,640,848
71.	Johnson & Johnson	3,169,915	168,800	3,001,115
72.	Reynolds Metals	3,141,630	123,090	3,018,540
73.	Swift & Co.	3,128,964	827,170	2,301,794
74.	Lanolin Plus	3,047,290	3,047,290	——
75.	Armstrong Cork	2,998,265	——	2,998,265
76.	Schick	2,997,457	1,348,040	1,649,417
77.	B. T. Babbitt	2,992,150	2,992,150	——
78.	Pepsi-Cola Co. & Bottlers	2,984,590	2,984,590	——
79.	Esso Standard Oil	2,973,344	2,198,650	774,694
80.	Andrew Jergens	2,923,670	2,923,670	——
81.	National Grape Cooperative	2,923,290	2,601,350	321,940
82.	Sears, Roebuck & Co.	2,912,411	947,720	1,964,691
83.	Wesson Oil & Snow Drift	2,883,440	2,883,440	——
84.	H. J. Heinz	2,875,530	28,040	2,847,490
85.	Food Mfgrs.	2,769,580	2,769,580	——
86.	William Wrigley Jr.	2,749,420	2,749,420	——
87.	Drackett	2,727,260	252,480	2,474,780
88.	Carling Brewing	2,725,717	2,395,710	330,007
89.	Pabst Brewing	2,710,170	2,710,170	——
90.	Atlantis Sales	2,659,025	1,403,850	1,255,175
91.	Shell Oil	2,563,895	2,451,710	112,185
92.	Norwich Pharmacal	2,534,960	2,534,960	——
93.	Sperry Rand	2,427,951	——	2,427,951
94.	General Motors Corp. Dealers	2,427,260	2,427,260	——
95.	Max Factor & Co.	2,423,490	2,423,490	——
96.	Theo. Hamm Brewing	2,422,341	1,821,880	600,461
97.	Pet Milk	2,327,620	——	2,327,620
98.	Gulf Oil	2,315,460	823,010	1,492,450
99.	Associated Products	2,216,630	1,956,140	260,490
100.	Jacob Ruppert	2,213,820	2,213,820	——

Source: TvB figures from Leading National Advertisers-Broadcast Advertisers Reports and N. C. Rorabaugh Co.

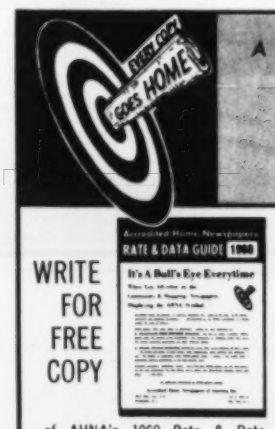
A message of importance to newspaper spacebuyers

NEWSPAPERS FOUND BEST FOR FOOD ADS

Newspapers are the best medium for food advertising, the U.S. Department of Agriculture has certified after experience surveys which covered 40 states.

"The printed word can be read, reread, clipped and filed . . . it commands more authority than casual statements on radio and television," the report asserted.

The best printed medium for food advertising is the AHNA newspaper which is truly an "invited" guest into thousands of homes each week; awaited eagerly by the housewife to be used as her food shopping guide. AHNA newspapers enjoy an appreciative and responsive audience where food sales begin . . . in the home.



WRITE FOR FREE COPY of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.

Accredited Home Newspapers
OF AMERICA, INC.

1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • DIstrict 7-4618

141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

This woman is "Ready-to-Buy"

Coming soon...a new way to reach your most valuable market... the people who are "Ready-to-Buy!"

Top 25 Brands Advertised on TV: 1959

Gross Time Cost Only

Rank	Brand and Company	Total TV	Spot TV	Network TV
1.	Lestoil (Adell)	$17,627,120	$17,627,120	$ ——
2.	Kellogg Cereals	12,932,652	5,953,660	6,978,992
3.	Anacin (American Home Products)	12,625,422	2,686,880	9,938,542
4.	Dristan (American Home Products)	10,763,597	3,542,570	7,221,027
5.	Kent (P. Lorillard)	10,190,965	2,859,230	7,331,735
6.	Alka-Seltzer (Miles)	9,739,847	5,729,760	4,010,087
7.	Colgate Dental Cream	9,730,016	3,629,920	6,100,096
8.	Post Cereals (General Foods)	9,566,515	3,106,540	6,459,975
9.	Maxwell House Coffee (General Foods)	8,947,275	6,082,340	2,864,935
10.	Tide (Procter & Gamble)	8,478,654	1,767,160	6,711,494
11.	Viceroy (Brown & Williamson)	8,361,694	3,125,610	5,236,084
12.	Bufferin (Bristol-Myers)	8,296,755	2,907,470	5,389,285
13.	Mr. Clean (P&G)	7,593,249	5,796,130	1,797,119
14.	Duncan Hines (P&G)	7,494,561	7,209,170	285,391
15.	Gleem (P&G)	7,412,812	1,959,240	5,453,572
16.	Ford	7,386,418	720,090	6,666,328
17.	Chevrolet	7,326,512	230,630	7,095,882
18.	Winston (R. J. Reynolds)	7,291,902	1,096,860	6,195,042
19.	Bayer Aspirin (Sterling Drug)	6,908,142	650,040	6,258,102
20.	Salem (R. J. Reynolds)	6,900,120	2,266,130	4,633,990
21.	L&M (Liggett & Myers)	6,568,865	1,474,890	5,093,975
22.	Cheer (P&G)	6,191,661	3,333,470	2,858,191
23.	Camel (R. J. Reynolds)	6,084,128	809,000	5 275,128
24.	Phillies Cigars (Bayuk)	5,983,911	105,490	5,878,421
25.	Pall Mall (American Tobacco)	5,119,201	1,020,600	4,098,601

Source: TvB figures from N. C. Rorabaugh Co. and Leading National Advertisers-Broadcast Advertisers Reports.

"In my long business experience, I have found that if you believe in your product, it is easy to sell it. I certainly believe in the future of North Carolina."—Luther H. Hodges, Governor.

"Advertising helped us sell North Carolina successfully."

"During the past five years, my administration has done everything it could to promote the industrial development of North Carolina.

"We have a remarkable story to tell in history, resources, people and economic potential—and I am convinced that our state advertising program has played a vital part in the excellent results we have already achieved in industrial development and growth.

"We've used many leading business publications like McGraw-Hill's to tell our story. And since our industrial growth during this period has broken all records, we expect advertising to remain an essential tool in our future."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Arthur C. Mayer

Walter Guild

Draper Daniels

Ernest A. Jones

Ray Mithun

Kay Daly

Fairfax M. Cone

Harry W. McMahan

Stephen Baker

James S. Fish

General view of participants in 1959 Summer Workshop at Palmer House, Chicago, where Grand Ballroom was set up as "schoolroom" for many sessions.

Register NOW for the Greatest Creative Advertising Event of 1960

Third Annual "Advertising Age" Summer Workshop for Creative Advertising People to be Held Aug. 2 to 5. Sessions at Palmer House, Chicago, Which Drew Capacity Attendance Last Year, Expected to Be Sell-Out Again. Early Registration Strongly Urged.

In two short years, the Advertising Age Summer Workshop on Creativity in Advertising has won acclaim as the most important *creative* event in the advertising field.

The Workshop is not a convention. It is not concerned with media, or with public relations, or how to get new business. *It is designed as a once-a-year opportunity for mature, knowledgeable advertising people to discuss the making of advertising in all media, both print and broadcast*—to learn what's new, to foregather with acknowledged leaders in the field, to swap ideas and know-how with other creative people, to participate in exciting creative experiments and demonstrations.

The Workshop is not play. It is three days of concentrated listening, watching and doing. But it can be exciting, challenging, rewarding—and fun too.

Editor Bernstein, Prof. Britt in Charge; Experts Comprise Faculty

This year's Third Annual Workshop will be held at the Palmer House, Chicago (completely air conditioned), beginning the evening of Tuesday, Aug. 2, and ending in mid-afternoon Friday, Aug. 5. As in previous years, the Workshop is under the general supervision of S. R. Bernstein, editorial director of Advertising Age, and will be conducted under the personal direction of Dr. Steuart Henderson Britt, professor of marketing and advertising at Northwestern University and former agency vice-president.

The "faculty" is a real Big League Team, representing an impressive aggregation of creative advertising talent in both print and broadcast fields. (See details of the sessions on the facing page.) Not only are the big, impressive names in advertising represented here, but special efforts have been made to enlist the creative talents of outstanding men and women with smaller organizations who are especially successful in meeting the particular problems posed by limited budgets.

Ad Managers, Other Admen Can Reap Benefits

The Workshop discusses creative problems only and therefore is of great interest and value to copywriters, art directors, radio and tv commercial producers, etc. But past Workshops have shown that advertising managers, promotion directors, brand managers, account executives and others who may not actually write advertising, but who are required to judge the value of advertising, can also benefit enormously from the reviews of current advertising, the criticisms and comments, and the idea-sessions which feature the Workshop. At previous Workshops, almost one-half the attendance has consisted of advertising managers, product managers, and others whose primary function is not the actual production of advertisements.

All-Inclusive Fee Covers Meals and Materials

Total cost of the Creative Advertising Workshop is $110 per participant. This fee covers all sessions, five meals (three luncheons, two dinners), and a Creative Advertising Workbook which will include reproductions in large size of printed advertisements which are discussed, identification material on radio and television material presented, summaries of all speeches and discussions and space for participants' notes—enabling Workshop participants to carry back with them as detailed a summary of the sessions as they care to develop.

Make Reservations Now to Insure Acceptance

The first Summer Workshop attracted approximately 350 people, when 150 to 200 were expected, so that facilities were taxed to the limit. Last year sessions were moved to the Palmer House's Grand Ballroom and Red Lacquer Room, two of the largest rooms in Chicago, but an increase of more than 125 participants again stretched facilities to near-capacity levels.

Only 500 can be accommodated; last year 475 attended. So it is essential to get reservations in early to assure a place. Reservations are cancellable and fees returnable until July 15.

Mail the coupon today.

"Best Thing I Ever Did!" Says Workshop Participant

MOST VALUABLE EVER—"I felt last year's meeting was without a doubt the most valuable gathering I have ever attended."—Eugene E. Young, Wisconsin Power and Light Company, Madison.

WOULDN'T MISS IT—"After the fine job you did last year, I wouldn't miss the next one for all the tea in China."—Wesley Aves, Aves, Shaw & Ring Inc., Grand Rapids, Mich.

PUT BENEFITS TO WORK—"I felt that we gained some tremendous benefits that were put immediately to work in our own advertising activity."—Robert D. Bischoff, State Farm Mutual Automobile Insurance Company, Bloomington, Ill.

BEYOND EXPECTATIONS—"I thoroughly enjoyed the program and found it informative beyond my expectations. The educational value to me cannot be measured in time or expense expended in order for me to attend . . . If all advertising produced by our industry would do for the advertiser what the Creative Workshop did for me, then our efforts would certainly be successful and criticism would be reduced to a minimum."—Charles J. Prince, D'Arcy Advertising Company, St. Louis.

TREMENDOUS SUCCESS—"Your efforts were rewarded with a tremendous success. This is not only my opinion but that of many people to whom I have talked. Congratulations! . . . I am looking forward to next year's Workshop."—Otis Winegar, Knox Reeves Advertising Inc., Minneapolis.

MOST STIMULATING—"I felt that the Workshop was one of the most stimulating and rewarding functions I have attended this year."—Ed. C. Bartlett, The B. F. Goodrich Company, Akron.

INSPIRING—FASCINATING—"My sincere thanks for the most inspiring creative advertising session I ever attended. It was fascinating. You can count on me for next year."—George W. Doyne, Doyne Advertising Agency, Nashville.

Idea-Filled Sessions Will Recharge Your Creative Batteries

The Workshop starts Tuesday evening, Aug. 2, with registration and an informal get-together of participants starting at 5 p.m. The first formal session is at 8 p.m. **Arthur C. Mayer,** copy chief of Hicks & Greist, New York, is gathering the "year's best" radio commercials, tv films and print ads from smaller agencies all over the country. He will show the pick of the crop, analyzing the problem and the sales results, to demonstrate that "You Don't Need Big Billings to Produce Really Big Ideas."

Much exciting and unusual advertising has been coming from the West Coast. First thing Wednesday morning, Aug. 3, **Walter Guild** of Guild, Bascom & Bonfigli, San Francisco, whose agency turns out off-beat advertising for such clients as Skippy peanut butter, Ralston cereals and Rival dog food, will discuss what it takes to make off-beat advertising really sell.

Review 100 Print Ads

The remainder of Wednesday will be devoted to a review and analysis of "The 100 Notable Ad Campaigns of 1960," under the general direction of **Draper Daniels,** executive vice-president in charge of creative services of Leo Burnett Co. Under his direction, a panel of leading creative directors from coast to coast will select 100 notable advertising campaigns of 1960. Each of the examples will be reproduced, in large size, in the workbook supplied to each Workshop participant. The ads will also be shown on a screen, with background information on the campaign of which they are a part, and participants will be asked to score each ad for general excellence.

The panel of creative directors selecting the ads to be discussed and voted on is composed of:

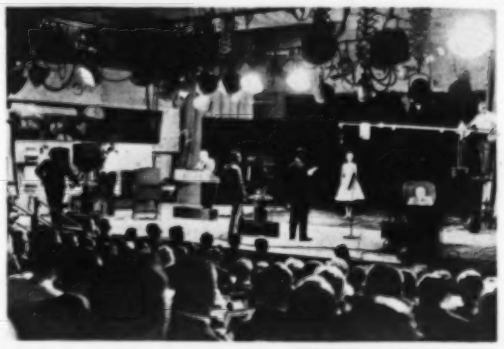
Mrs. Jackie Agnew West, vice-president and copy supervisor, Cunningham & Walsh, New York. **James F. Egan,** senior vice-president in charge of creative services, Doherty, Clifford, Steers & Shenfield, New York. **Mary E. O'Meara,** vice-president, Young & Rubicam, New York. **Howard Shank,** vice-president, Grey Advertising Agency, New York. **Whit Hobbs,** associate copy director, Batten, Barton, Durstine & Osborn, New York. **Mrs. Phyllis K. Robinson,** vice-president, Doyle Dane Bernbach, New York. **Robert T. Colwell,** vice-president, J. Walter Thompson Co., New York. **Barrett Brady,** senior vice-president and copy director, Kenyon & Eckhardt, New York. **Ernest W. Eversz,** vice-president, Foote, Cone & Belding, Chicago. **Albert A. Klatt,** vice-president, Needham, Louis & Brorby, Chicago. **James C. Nelson Jr.,** vice-president and copy chief, radio and tv director, Hoeffer, Dieterick & Brown, San Francisco. **Howard L. Gossage,** executive vice-president, Weiner & Gossage, San Francisco. **Walter B. Booth,** vice-president, Campbell-Ewald Co., Detroit. **William L. Spencer,** vice-president, Gardner Advertising Co., St. Louis. **William D. Tyler,** executive vice-president, Benton & Bowles, New York. **Everett D. Biddle,** president, Biddle Co., Bloomington, Ill. **James H. Henderson,** president, Henderson Advertising Agency, Greenville, S. C. **Wilson A. Shelton,** senior vice-president in charge of creative dept., Compton Advertising, New York. **Kay Daly,** vice-president, Norman, Craig & Kummel, New York. **Donald G. Calhoun,** vice-president, McCann-Erickson, New York. **David F. Bascom,** chairman, Guild, Bascom & Bonfigli, San Francisco. **Edward G. Zern,** vice-president, Geyer, Morey, Madden & Ballard, New York. **Jeremy Gury,** senior vice-president in charge of creative operations, Ted Bates & Co., New York.

Hold Workshop Sessions

Following lunch (all meals are speaker-free, "mingling" sessions) participants will break into five workshop groups, each with a discussion leader, to analyze and review 20 of the ads for approach, headline, layout, copy, etc. Workshop discussion leaders will be **Ernest A. Jones,** president, MacManus John & Adams, Bloomfield Hills, Mich.; **Ray Mithun,** president, Campbell-Mithun, Minneapolis; **Wm. A. Marsteller,** chairman, Marsteller, Rickard, Gebhardt & Reed, Chicago; **Fairfax M. Cone,** executive committee chairman, Foote, Cone & Belding, Chicago; and **Chester L. Posey,** vice-president and manager, McCann-Erickson, Chicago.

In an unusual panel, four important buyers of advertising will discuss the top campaigns of the year from their viewpoint. Panel members will be **Franklin J. Lunding,** chairman, Jewel Tea Co.; **James S. Fish,** vice-president and director of advertising, General Mills; **William R. Farrell,** director of marketing services, Monsanto Chemical Co.; **Ray Weber,** advertising director, Swift & Co.

Wednesday evening, **John D. Yeck** of Yeck & Yeck Advertising Agency and Sales Counsel, Dayton, O., will lead a discussion and demonstration—with audience participation—on "How to Get Profitable Ideas." He'll show a step-by-step procedure for idea development, and demonstrate how it works.



View of the stage at audience studio of WGN-TV as 1959 Summer Workshop participants witnessed afternoon of demonstrations on production of commercials.

Discuss Broadcast Ads

Thursday, Aug. 4, will start off with a pungent discussion of advertising by **Hal Stebbins,** president of Hal Stebbins Inc., Los Angeles, and *Printers' Ink* columnist. He calls it "Brave Bulls and Sacred Cows" and it's guaranteed to stir the creative blood.

Then the Workshop will turn directly to broadcasting with a critical review of current television commercials, by a panel of authorities headed by **Harry Wayne McMahan,** ADVERTISING AGE columnist, tv consultant and former agency tv director. On his panel will be **Edgar Kobak,** New York management consultant, former network head, radio station owner; **E. H. Lotspeich,** associate manager of advertising production for Procter & Gamble; **Douglas L. Smith,** director of advertising and merchandising, S. C. Johnson & Son, Racine; and **Bea Adams,** vice-president, Gardner Advertising Co., St. Louis.

Thursday afternoon all Workshop participants will be transported to the studios of Fred A. Niles Productions, for an afternoon of actual practice and demonstration of television commercial production techniques and ideas. Under the general direction of **Hooper White,** commercials production manager, Leo Burnett Co., New York, the demonstrations will start with three versions of "This Is the Way I'd Sell It on Television." Starting with a specific sales problem, three outstanding admen will demonstrate their solutions: **Gordon Webber,** vice-president, director of broadcast commercial production, Benton & Bowles, New York; **Don Tennant,** vice-president in charge of tv commercial department, Leo Burnett Co., Chicago; and **Marvin Rothenberg,** vice-president in charge of production, MPO, New York.

Following a demonstration on "How Long Should a TV Commercial Be?", by **Arthur Zapel Jr.,** tv group head, J. Walter Thompson Co., Chicago, a special crew from **Video Tape Center,** New York, will demonstrate "Planning and Producing a Commercial Idea on Videotape . . . From Storyboard to Show Time." This is a behind-the-scenes look at the pre-preparation and final taping of a commercial idea, with lots of examples of the right and wrong ways to use tape and film.

Fare for the Ears

Back Thursday evening to the Palmer House for dinner and a highlight of the Workshop—"Listening With Two Ears," a discussion with all kinds of examples, of the use of music in radio and television selling, by a famous name in music—**Mitch Miller** of Columbia Records, critic, music commentator, and vocal exponent of the power of properly proportioned sound.

Friday morning, Aug. 5, will start off with another exciting demonstration of sound-in-selling . . . "A Lyrical Approach to TV-Radio Creation," featuring the team of **Kenneth C. T. Snyder,** vice-president and tv-radio creative director of Needham, Louis & Brorby, Los Angeles, and **Jack Fascinato,** famous music-man and composer whose television experience goes 'way back to the very early days of Kukla, Fran & Ollie. Working right out on our stage, probably with audience help, this team will develop jingles and musical approaches to advertising problems right on the spot, demonstrating their ideas of fitness, sales effectiveness and appropriateness.

How I Would Have Done It

The Workshop will come to an end Friday afternoon, Aug. 5, after two extremely important and valuable discussions of how to improve advertising.

The famed **Creative Man,** whose "Corner" has been appearing in Advertising Age for more than 15 years, will tackle "The Worst Ads of 1960," a critical review of current ad campaigns which he considers bad or ineffective advertising. He will name names and give reasons for his choices.

Stephen Baker, vice-president and senior art director of Cunningham & Walsh, New York, will wind up the Workshop with a thoughtful discussion of advertising art and layout, including a dozen or so examples of currently appearing advertising whose layouts and art treatments he would like to change. He will show the treatments he thinks would have been more interesting or effective in his discussion of "This Is the Way I Would Have Done These Ads."

In between times, at speaker-free luncheons, dinners and informal get-togethers, Workshop participants will meet people of similar stature, with similar problems, from all areas of advertising and from all sections of the country, for three days of stimulating, idea-filled discussion.

Bea Adams

Mitch Miller

Kenneth C. T. Snyder

Hal Stebbins

Gordon Webber

Hooper White

John D. Yeck

William R. Farrell

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 2 to 5. My check for $110, covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 3, 4 and 5, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____

STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House during the Workshop, check here ☐

BBC Scores Smashing Success with Telecast Coverage of Royal Wedding

Radio, TV Networks Reap Financial Harvest as Advertisers Stand in Line

NEW YORK, May 12—The odds are that honors for the television spectacular of the year will go to Princess Margaret, Antony Armstrong-Jones and the British Broadcasting Corp.

The principals in the May 6 royal wedding, seen around the world by an estimated 300,000,000 viewers, couldn't have been better had they been cast by J. Arthur Rank. They inspired superb camera work and direction on the part of the BBC staff, which provided much of the tape and film footage for worldwide circulation.

Only the BBC cameras were permitted inside Westminster Abbey for the actual ceremonies, though the commercial British telecasters and U. S. and other companies had their own cameras at points outside the abbey.

■ Never has tv's constantly improving speed in this age of jet planes and fast tape machines been more dramatically demonstrated. Thanks to a jet assist from Canadian Broadcasting Corp., the tapes of the wedding, converted for telecasting on the Canadian and U. S. systems, were in Canada a few hours after the start of the carriages from Clarence House and Buckingham Palace. From Canada, the tapes were immediately fed to this country. NBC helped speed the tv record of the wedding to Australia by way of California.

Later ABC, CBS and NBC flew in their own tapes from London.

The BBC coverage was fed direct via the Eurovision link to stations in Austria, Belgium, Denmark, Finland, France, West Germany, Italy, Luxembourg, Monte Carlo, Netherlands, Norway, Sweden and Switzerland. Film versions were flown to Hong Kong and Nigeria and other distant points.

■ Fast as tv was, radio was first with the coverage in North America and other points still too distant for a direct workable tv hookup with London. Despite the early hour—approximately 5:30 a.m., EDT—some U. S. stations broadcast the wedding as it took place, again courtesy of the BBC. It was the biggest radio broadcast from London since the coronation of Princess Margaret's sister as Queen Elizabeth II.

From every point of view the wedding was a huge radio-tv hit in this country. It was an effective lure for advertising revenue for stations and networks. It was the kind of talk maker that broadcasters love. And preliminary reports indicate, as would be expected with such a headline maker, that it was quite a rating puller.

All the major radio and tv networks had sponsors for their coverage except CBS-TV, which permitted the stations to sell its wedding special on a co-op basis. Pepsi-Cola (through Kenyon & Eckhardt) presented the ceremony and a variety of Princess Margaret nuptial features on three radio chains—ABC, Mutual and NBC. The commercials were built around Pepsi's favorite "Be sociable" theme. Some of what was described as strictly soft sell was handled by Mary Ann Mobley, a former Miss America, who was in London to help with the color commentary for the Mutual broadcasts. Elgin National Watch Co. (J. Walter Thompson Co.) sponsored the ceremony and highlights of the wedding pageantry on CBS Radio.

■ For network tv the sponsor lineup was Yardley (N. W. Ayer & Son) on ABC and Frigidaire (Dancer-Fitzgerald-Sample) on NBC. Yardley's two commercials for the 30-minute afternoon telecast were presented with British restraint. There was very little audio—about one minute and 10 seconds out of three minutes—by an announcer with a British accent.

The commercials began with a scene of stately closed doors that slowly opened into a long marble hall with columns. On four of the columns were Yardley's Red Roses perfume, After-Bath Freshener, bath soap and Spray Mist. The closing scenes were from a formal rose garden. There was no interruption of the show.

The wedding led all the competition in this late afternoon time period, with ABC getting a Trendex multi-city rating of 10.2, against 6.1 for CBS and 4.7 for NBC.

■ Frigidaire sponsored portions of the early afternoon coverage on NBC as well as the full hour this network carried in prime night time. Dave Garroway provided the transitions to these commercials as he led into vignettes about the featured products and then came back to present a few sales points.

There were four 90-second commercials on the nighttime program, with only two interruptions of the hour's entertainment. As measured by Arbitron's seven-city report, the wedding was ahead in the afternoon time periods. The evening score was an impressive one, with a rating of 16.1 for the first half-hour against 8.2 for CBS and 7.2 for ABC, and 17.1 for the second half-hour, against 10.3 for CBS and 9.3 for ABC.

CBS-TV's late evening wedding special was not sold on a network basis; the stations were permitted to offer it to local and national advertisers on a co-op basis. The backer on WCBS-TV, New York, was Colgate-Palmolive Co.

So far there have been no complaints of over-commercialization or poor taste against U.S. television's handling of this event. Telecasters appear to have profited from criticism leveled against some segments of the industry for their coverage of the coronation of Queen Elizabeth in 1953. #

Business Paper Ad Volume Rose 4% in April, 'IM' Reports

CHICAGO, May 10—Ad volume is up 3.9% for the first four months of this year compared with the same 1959 period for the 350 business publications which report their ad page volume to *Industrial Marketing*. April volume for these publications is up 4.2% over last year's figure.

Leading all industry groups are publications in the farm equipment and supplies division, which posted an 11% page gain this month over April, 1959. On a year-to-date basis, however, the same publications are down 1.1%.

In the transportation field, 33 publications reported the second highest monthly gain, with a 10.2% increase over April, 1959, volume. In the year-to-date column, these publications rank first, with an 8% gain over the total pages they reported for the first four months of 1959.

Export-import publications—represented by 22 business papers—showed an 8.7% page increase for April this year, compared with the same month last year, but on a year-to-date basis they are still 1.8% under the four-month total for 1959.

■ Manufacturing industries publications are in second place for year-to-date gains, with 126 publications collectively reporting volume 6.8% higher than the four-month figure for 1959. These publications' April, 1960, volume is 5.5% higher than last year.

Institutional market publications' collective April page volume is 6.6% up this month over April, '59. Construction industries publications scored a page gain of 5.6% over April, 1959. #

April Ad Volume in Business Papers

April/*Volume 4.2% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	15,648	14,832	+ 816	+ 5.5
Transportation	3,910	3,540	+ 361	+ 10.2
Mining	754	820	− 66	− 8.0
Petroleum & Gas	1,856	1,792	+ 64	+ 3.6
Construction	8,440	7,992	+ 448	+ 5.6
Food	1,459	1,463	− 4	− 0.3
Services & distribution	4,789	4,956	− 167	− 3.8
Institutional	3,248	3,048	+ 200	+ 6.6
Government	520	540	− 20	− 3.7
Export-import	1,280	1,178	+ 102	+ 8.7
Farm equipt. distrbn.	283	255	+ 28	+ 11.0
Total	42,158	40,418	+ 1,741	+ 4.3

Year to date/*Volume 3.9% (in pages) over 1959*

Industry Division	1960	1959	Page Change	Percent Change
Manufacturing	57,407	53,764	+ 3,643	+ 6.8
Transportation	14,102	13,062	+ 1,040	+ 8.0
Mining	2,761	2,790	− 29	− 1.0
Petroleum & Gas	7,126	7,693	− 567	− 7.5
Construction	29,861	28,986	+ 875	+ 3.4
Food	5,566	5,512	+ 54	+ 1.0
Services & distribution	19,872	18,682	+ 190	+ 1.0
Institutional	12,487	11,754	+ 733	+ 6.2
Government	1,908	1,855	+ 53	+ 2.9
Export-import	4,546	4,529	− 83	− 1.8
Farm equipt. distrbn.	1,065	1,077	− 12	− 1.1
Total	155,801	149,904	+ 5,997	+ 4.0

LATEX—*Lowe Bros. Paint Co., Dayton, O., will introduce its new latex house paint with this b&w page ad in the May 21 Saturday Evening Post and the June 27 Life. Kircher, Helton & Collett is the agency.*

Krause Agency to Absorb Lair June 1

MINNEAPOLIS, May 11—Two former associates in the Minneapolis office of Bruce B. Brewer & Co. will merge their agencies June 1, it was announced today by Jesse Lair and W. A. Krause.

The new organization will be known as W. A. Krause Inc. and will have annual billings of close to $1,000,000. Mr. Krause will be president and Mr. Lair vp. Offices will be in the Foshay Tower.

Mr. Krause formed his own agency last September, when the Minneapolis office of Brewer was purchased by John W. Forney Inc. Principal accounts are Red Star Yeast, American Crystal Sugar Co. and Schweigert Meat Co.

Mr. Lair has operated his own advertising and marketing consultant business in Minneapolis since September, 1957. A year earlier he had left Brewer to join Leo Burnett Co., Chicago. At W. A. Krause Inc. he will head a new non-food consumer products department. #

Nielsen Network TV

Two Weeks Ending April 17, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	23,911
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	19,978
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,170
4	Oscar Night in Hollywood (Procter & Gamble, NBC)	15,187
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	15,142
6	77 Sunset Strip (Several sponsors, ABC)	15,097
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	15,052
8	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,916
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	13,605
10	Danny Thomas Show (General Foods, CBS)	13,560

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	53.6
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	44.8
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.0
4	Oscar Night in Hollywood (Procter & Gamble, NBC)	35.8
5	77 Sunset Strip (Several sponsors, ABC)	34.7
6	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	34.4
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	34.1
8	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	33.6
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	31.1
10	Perry Mason Show (Several sponsors, CBS)	30.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	20,430
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,995
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	16,182
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,148
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	13,967
6	Oscar Night in Hollywood (Procter & Gamble, NBC)	13,424
7	Danny Thomas Show (General Foods, CBS)	12,556
8	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	12,340
9	77 Sunset Strip (Several sponsors, ABC)	12,294
10	Father Knows Best (Lever Bros., Scott Paper, CBS)	12,249

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Academy Awards (Academy of Motion Picture Arts & Sciences, NBC)	45.8
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.4
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	36.3
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.9
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	31.7
6	Oscar Night in Hollywood (Procter & Gamble, NBC)	31.6
7	Danny Thomas Show (General Foods, CBS)	28.3
8	77 Sunset Strip (Several sponsors, ABC)	28.3
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	28.2
10	Father Knows Best (Lever Bros., Scott Paper, CBS)	27.7

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

RCA Victor, Budweiser Offer Record-Beer Mug Pack

RCA Victor, New York, and Anheuser-Busch Co., St. Louis, brewer of Budweiser, have developed a joint promotion offering consumers an "everything but the beer" package containing two record albums of Boston Pops classical and contemporary tunes, plus two beer mugs for $9.98.

The package is being advertised by RCA Victor in *Esquire, Hi-Fi Review, High Fidelity, Saturday Review of Literature, Schwann, The New York Times, The New Yorker* and *Time*, plus a minute commercial on NBC-TV's "Bonanza." The record company has developed a variety of point of sale materials. RCA Victor distributors and Budweiser beer wholesalers will work together on special promotions at the local level. The national advertising was placed by Grey Advertising Agency, which handles the RCA Victor account. The Budweiser agency is D'Arcy Advertising Co.

MacLellan Opens Offices

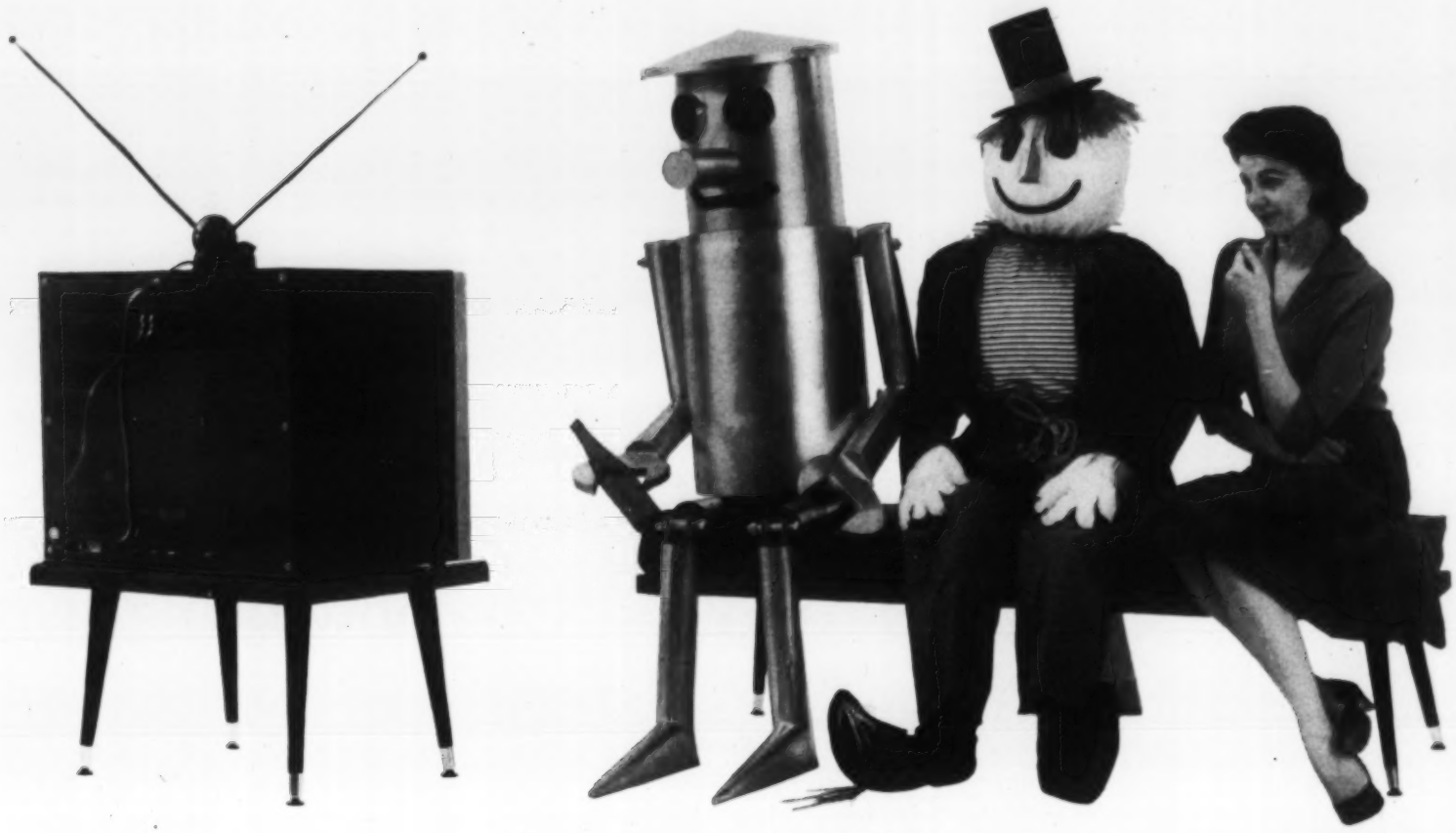
G. Richard MacLellan has resigned as vp and account executive of Emery Advertising Corp., Baltimore, taking four accounts with him, to open his own agency, MacLellan Associates, with offices at 2500 Maryland Ave., Baltimore. Accounts which Mr. MacLellan brought with him, all of Baltimore, are Burns & Russell Co.; Flight Refuelling Inc.; Production Machinery Inc., and Wm. G. Wetherall Inc. James A. Holechek, formerly advertising and pr director of Flight Refuelling, has been named account executive.

Heiland Uses Insert

The Heiland division of Minneapolis-Honeywell Regulator Co., Denver, used a 36-page four-color and b&w insert in the April *Research/Development* to point up the applications of its direct-recording Visicorder oscillograph. Tool & Armstrong, Denver, agency for the division, prepared the insert.

Crisp to Open Consultant

Richard D. Crisp, vp and marketing director of Guild, Bascom & Bonfigli, San Francisco, has resigned to reenter the consulting field. Mr. Crisp will open offices as the Richard D. Crisp Co. at 1126 Broadway, Burlingame, Cal., on June 1.



HARD PEOPLE, SOFT PEOPLE OR REAL PEOPLE?

Who watches TV?

That's right. Real people. There aren't any hard and soft people. Oh, there are people who make *hard* goods, like TV sets, and people who make *soft* goods, like TV snacks. But real people buy and use both. See what we're getting at? People who buy things can't be classified the way people who make things are. ■ Why, *we* even get called "Hard Goods People" or "Soft Goods People" by people who find out that we advertise batteries, for example, or beer. But we don't make products. We make products *interesting*. We make advertising, like TV *commercials*. And, although our 700 people can come up with all kinds of product experience (including TV sets and snacks), it's the kind of commercials and the kind of shows they come up with that count. ■ You may (or may not) be interested in the fact that last year Campbell-Ewald TV programs won the following awards*: "Woman of the Year," Dinah Shore; "Man of the Year," Art Carney; "Comedy Show of the Year," Small World—Isn't It; "Color Program of the Year," The Dinah Shore Show; and "Best Public Service Programming," Eyewitness to History. All in the interests of our clients. ■ The point? Please don't decide that we wouldn't be interested in advertising your product, or wouldn't know how. The only thing we specialize in is advertising . . . whatever you specialize in making. What *do* you specialize in making? Our president, Tom Adams, TR 2-6200, Detroit, would like to know.

CAMPBELL-EWALD ADVERTISING

DETROIT 2, MICH.·NEW YORK·CHICAGO·LOS ANGELES·HOLLYWOOD·SAN FRANCISCO·WASHINGTON·DENVER·ATLANTA·DALLAS·KANSAS CITY·CINCINNATI

*All-American Awards of the Year, as selected by the nation's top Radio-TV editors and reported by RADIO DAILY-TELEVISION DAILY.

NEW LOOK—*This three-color 1,000-line newspaper ad ran in the Washington Post May 5 and will run in the Post again May 26 and the Washington Star on May 19 as part of a revamped advertising program for County Fair Bakery, Washington, D. C.*

County Fair Bakery Expands Ads to Build Identity, 'Excitement'

WASHINGTON, May 10—Late last year County Fair Bakery acquired the services of Ketchum, MacLeod & Grove, its first agency, and started 1960 with a revamped advertising approach. The result: Its first campaign of the year, for its king-size white loaf, scored a good sales increase, the advertiser reports.

Early market studies and consumer surveys made by the agency showed the company needed a "stronger corporate identity, added visual impact in the market and a generally heightened level of advertising excitement."

Among the moves taken to solve these problems were (1) the development of the theme, "Baked with care," to apply to all the company's breads, rolls and sweet goods: (2) increased use of spot tv, and (3) the addition of three-color newspaper ads and 24-sheet posters.

■ Following the success of its first "new look" product push in February, the company is now moving into a second product push featuring hot dog and hamburger cluster rolls. A carnival theme in keeping with the County Fair brand name will be featured in tv spots on the four Washington stations, WMAL-TV, WRC-TV, WTOP-TV and WTTG-TV. The shots show the County Fair products against a background of balloons and carrousels.

Poster-style 1,000-line newspaper ads in three colors are running in the *Washington Post* and the *Washington Star* during May, while 24-sheet posters will be posted in June in the District of Columbia and surrounding Maryland and Virginia counties. The company also is sponsoring "Tombstone Territory" (with Brown & Williamson) and running a concentrated radio spot schedule on WUST, Negro radio outlet.

County Fair is a division of Continental Baking Co., New York, and competes with Continental's Wonder Bakery in Washington. Ketchum, MacLeod & Grove is also the agency for another Continental Baking division, Braun Baking Co., Pittsburgh. #

General Mills Promotes Two

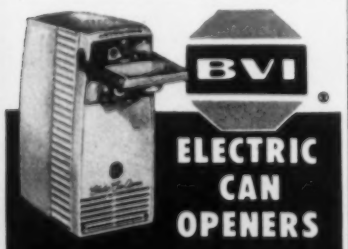
W. B. Cash, formerly assistant to the grocery products division manager in charge of operations of General Mills, has been named director of flour and mix products marketing. He will now direct merchandising and advertising efforts on Gold Medal flour, Bisquick, Betty Crocker mixes and potato products. General Mills also announced the promotion of L. H. Crites, formerly marketing manager of cereals, to director of cereals marketing, where he will supervise merchandising and advertising of cereals, refrigerated foods, pet foods and household products.

Chilton Names Ives

George R. Ives Jr. has been appointed midwestern regional manager of *Motor Age*, a Chilton Co. publication, with headquarters in Chicago. He formerly was western advertising representative for *Popular Mechanics*.

Jobson Joins McGraw-Hill

Robert A. Jobson, formerly with O'Mara & Ormsbee, has joined McGraw-Hill Publishing Co., New York, as Great Lakes district manager of *Purchasing Week* in Detroit. He succeeds William Kerns Jr., who has resigned.



ELECTRIC CAN OPENERS

GREAT for premiums, contests, sales incentive programs. Available in all price ranges!

For complete details contact:

BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

To control your Co-Op Dollars, you need ACB Audit Service now being used by

spending over

$16,000,000

ACB audits are better and cost less than a company can do with its own staff... better because they are prompt and accurate... never swamped by peak loads of seasonal campaigns.

ADVERTISING CHECKING BUREAU audits the co-operative advertising of more than 113 leading companies. Due to its unique organization and its complete files ACB can audit co-operative advertising more cheaply than the manufacturer can do the same job with his sales force.

The ACB Co-Op Advertising Audit Service does the job equitably for all concerned. The use of ACB audits is one of the best indications that the provisions of the Robinson-Patman Act are being complied with.

Several co-operative advertisers for whom

Feltis Expands, Incorporates

Hugh Feltis Associates, Seattle, radio-tv representative, has added a new marketing division and incorporated under a new name. The new company, Feltis/Dove/Dever/Cannon, will continue to headquarter in Seattle, with a Portland, Ore., service office. Officers of the new company include Hugh Feltis, president; Doug Dove, vp—regional sales; Danny Dever, vp—station services, and Wynn Cannon, vp—marketing division.

Eastman Appoints Maier

Robert Maier, previously a sales representative at KWK, St. Louis, has joined Robert E. Eastman & Co., New York, radio station representative, as manager of its St. Louis office, a post which has been vacant since last fall. The Eastman company has been named national representative for WTIX, New Orleans, which was formerly handled by Adam Young Inc.

Heyn Joins D'Arcy Advertising

Robert Heyn has joined D'Arcy Advertising Co., Los Angeles, as assistant to the regional account executive on the Royal Crown Cola, Studebaker-Packard and Aerojet-General accounts. Mr. Heyn was formerly account executive for the *Los Angeles Examiner's Sunday Pictorial Living Magazine*.

'Ag Banker' Names Rep

Agricultural Banker, Chicago, has named Dean & Slaughter, Minneapolis, as representative in the west north central and west south central states.

KMOX Appoints Dean

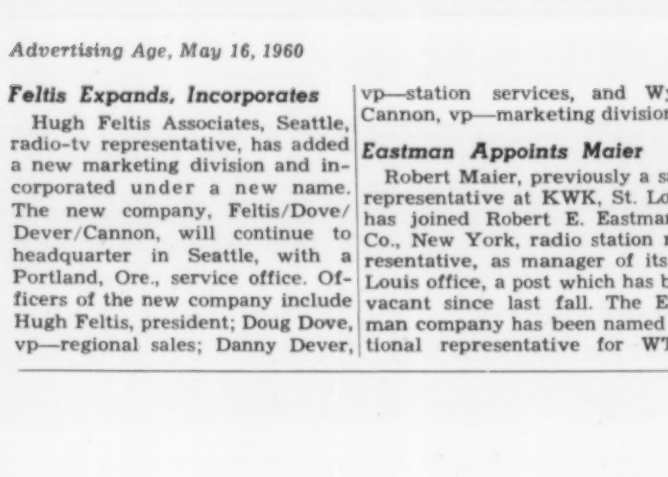
William T. Dean has been named sales manager of KMOX Radio, St. Louis. He has been an account executive at the station since 1957.

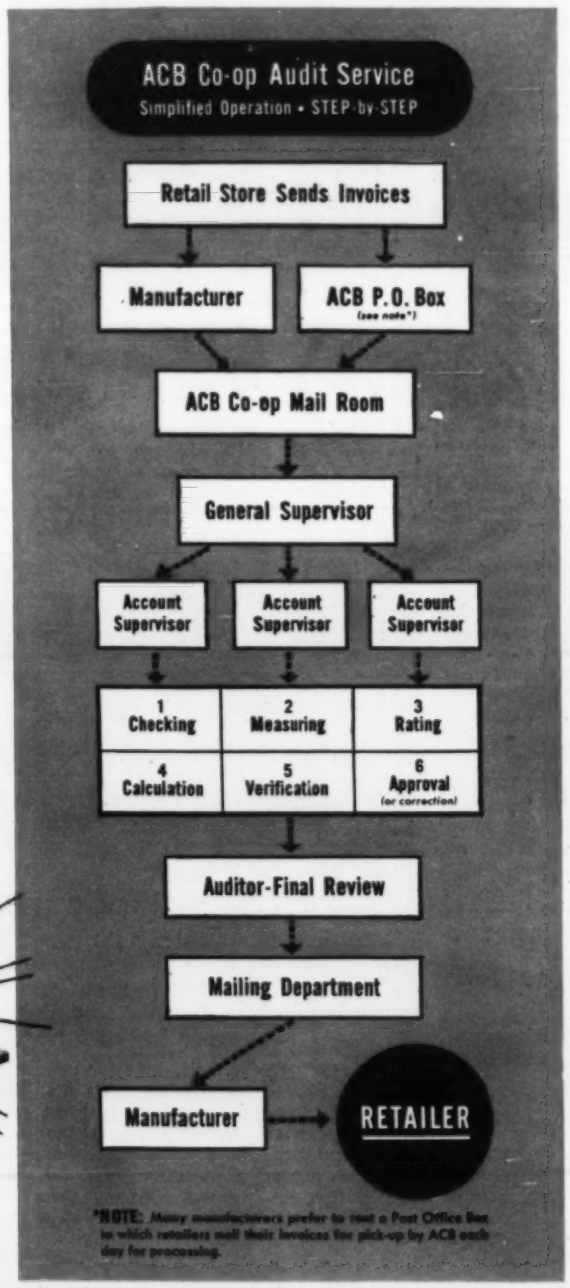
113 Companies

yearly

ACB audits spend upwards of one million dollars a year on co-operative advertising. For a number of manufacturers ACB not only audits but disburses by check the amount its audits show is due each retailer and mails it to him.

Contact your nearest ACB office for full information.





ACB

Offices and Workrooms at { **New York** (10) 353 Park Ave. South; **Chicago** (3) 18 South Michigan Avenue; **Memphis** (3) 161 Jefferson Avenue; **Columbus** (15) 20 South Third Street; **San Francisco** (5) 51 First Street }

The **ADVERTISING CHECKING BUREAU, INC.**

Serving the Publishing, Merchandising and Advertising fields since 1917

- Checking-Proof Clearing House for Newspaper Publishers
- Newspaper Advertising Research Services for Advertisers & Agencies
- Cooperative Advertising Audit and Disbursement Services
- Advertising Agency Checking Department Services

'Puck' Offers Cars to Winning Teams in Art-Copy Competition

NEW YORK, May 11—*Puck—The Comic Weekly* this week announced a $25,000 creative contest open to agency copywriters and artists.

Under the rules of the competition, which runs from May 11 to July 5, two-men "creative teams" may submit completed ads designed for use in Sunday comics sections.

According to J. Hugh E. Davis, vp and general manager of *Puck*, entries will be judged for originality, professional skill and "probable sales impact." The panel of judges includes John Orr Young, Walter O'Meara, Albert Dorne, Milton Caniff and Tom Johnstone.

Winners of the contest will receive as first prize a new Plymouth station wagon; artist and writer in the runner-up position get a new Valiant sedan. *Puck* also will award 36 additional prizes—stereos and tv sets—to other top entries.

Brochures and information sheets on the contest are available at *Puck's* New York office, 575 Lexington Ave., or at Manchester & Kreer, 7 S. Dearborn St., Chicago. #

WGN-TV Appoints Berentson General Sales Manager

Ben Berentson, eastern sales manager of WGN Radio, has been appointed general sales manager of WGN-TV, Chicago.

Ben Berentson

Mr. Berentson, who has been a member of the WGN sales department since 1940, joined the *Chicago Tribune* in 1932 as an advertising salesman. He was named assistant sales manager of WGN in 1946, and in 1948 was appointed eastern New York sales manager.

Keating Heads Broadcasters

Dick Keating, of Bolling Co., Boston, has been elected president of the Broadcasting Executives Club of New England. Other new officers are Franklin Browning Jr., Badger, Browning & Parcher, vp; Tom Gorman, WEEI, Boston, 2nd vp; Myron Eastwood, Hoag & Provandie, treasurer, and Alice Liddell, Kenyon & Eckhardt, secretary.

NBP Adds Canadian Affiliate

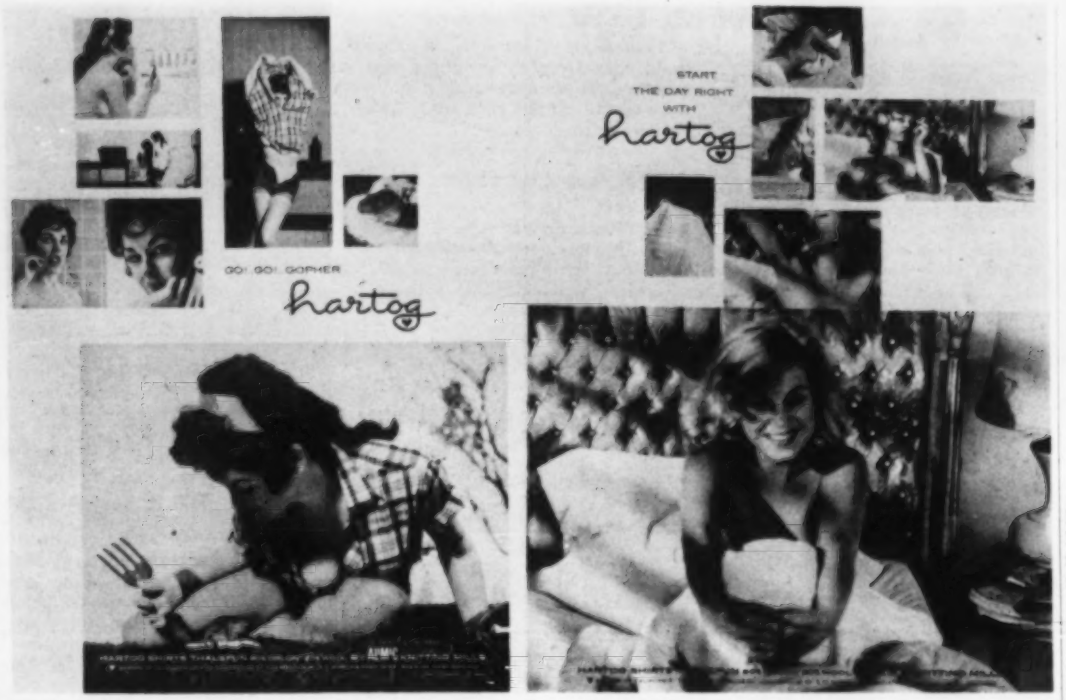
Hospital Administration & Construction, Don Mills, Ont., a Hugh C. MacLean Publications Ltd. publication, has become a Canadian affiliate of National Business Publications.

iP

A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR

The OIL AND GAS JOURNAL

TULSA, OKLAHOMA



LIFE STORY—*The newest twist in Hartog's continuing effort to sell shirts by dramatizing them in absentia includes these two ads using vignette treatment of the models.*

MULTIPLICITY—*In Phase 3 of its ad chronology Hartog tried to add impact by adding girls.*

Treatment Changes, but Appeal Stays Same as Hartog Girls Begin 9th Year

Famed Trade Ad Series Established L.A. Brand —Sells Calendars, Too

LOS ANGELES, May 12—It's been eight years since Hartog of California first set the men's sports shirt trade agog with its ads featuring cheesecake.

In case there's any doubt, cheesecake in advertising will stand the test of time. Although Hartog from time to time has changed its illustrative technique, the company's once-a-month ads in *Men's Wear* are still titillating buyers and retailers.

When the Hartog series started in February, 1953, the objective was to make the brand stand out among the hundreds of sports shirt manufacturers in Los Angeles. In just six months Hartog got a brand recognition and acceptance it had not been able to attain in its previous six years.

HARDY PIONEER—*This was the epoch-making inaugural ad in the Hartog divesture campaign.*

■ Henry Daniels, president, had brought his problem to Carson/-Roberts, and the agency's creative director, Jack Roberts, came up with this answer: Don't show shirts at all; show girls, and really show them. When Mr. Daniels bought the idea, Mr. Roberts and photographer Hal Adams started collaboration that still continues.

The first ad showed a lovely girl in the act of removing her blouse. It was cheesecake, but done with a high fashion technique. The single line of copy read: "Keep your shirt on till you see Hartog."

Trade reaction was immediate. Six months after the first ad, when Henry Daniels went to New York, one trade paper reported that "the man with the ad is in town." There was no further identification, but his New York phone rang for two days.

■ Hartog representatives report that the trade still watches for the ads and comments on them. Sales volume is as big as the company can handle without expansion, Hartog says.

This continuing interest has been maintained, it is felt, by striving for fresh approaches and new techniques of presentation. Other companies have taken up what is felt to be the "Hartog look." And, apart from this, Mr. Daniels says, "If you give a guy nothing but steak, he gets tired of it."

■ The result is the current series in *Men's Wear;* it represents the fourth stage in the series of changes made in art treatment:

- **1.** The model in a situation complete with a pun meaningful to the wholesale shirt buyer.
- **2.** The addition of a masked or faceless man.
- **3.** Use of more than one model —in one case, a whole chorus line.
- **4.** The current sequence of photo "stories" begun this year. In these the model again is shown alone.

■ One of the sidelights in the series has been a steady stream of requests for reproductions of the ads. In addition to shirt buyers and retailers, the requests come from all types of industries, advertising agencies, universities and other institutions. To handle these, Hartog puts all of its ads in a calendar. The 1960 calendar is the seventh. Each year, 3,000 are printed; Hartog distributes 1,000 to the trade, and Carson/Roberts distributes or sells the remainder for $2 each. #

DUAL IMAGE—*In most of the ads in Hartog's Phase 3 two models appeared—either a pair of girls, as in the December ad (left), or the same one twice.*

PLOT—*In Phase 2, Hartog used an anonymous male figure as a foil for the shirt model to help create a story "plot" in the scene.*

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

SAN DIEGO CALIFORNIA BUYS

Information for Advertisers

Bodden & Dechy, Brussels, has published "The Belgian Market" in three languages (French, English and German). The report gives statistical and economic data on production and consumption for use of the promotion and control of sales. Additional information is available from Fernand Hourez, Bodden & Dechy, 67 Rue du Lombard, Brussels 1, Belgium.

• "Printing of Polyethylene," a 16-page booklet which discusses methods of film treatment, printing techniques, printing inks and field test procedures, has been published by **U.S. Industrial Chemicals Co.** Copies are available from U.S. Industrial Chemicals Co., 99 Park Ave., New York 16.

• **Springfield Newspapers** has published a "Liquor Analysis" of the Springfield metropolitan area, listing brands stocked, brands not stocked, percent of distribution, and sales. Additional information may be obtained from Springfield Newspapers, Springfield, Mass.

• **A. C. Nielsen Co.** has published its sixth annual summary of television and radio audiences. "Television 60" contains data on the total consumer market, tv set ownership, facilities, home viewing patterns, and home viewing by program type, type of family, by day and by season. "Radio 60" also contains data on total consumer market, radio ownership, and radio listening by hour, by season, and by day of week, plus auto-radio listening by hour. The two reports are available from Wyn Bussmann, A. C. Nielsen Co., 2101 Howard St., Chicago 45. #

Diamond Gardner Sets Push

Diamond Gardner Corp., New York, plans to use about 20 radio spots per week in each of some 30 markets to promote Neet-Heet charcoal briquets. The schedules, starting late in May in most markets, will vary between one and four weeks. Newspapers will be used in about the same number of markets. Gardner Advertising Co. is the agency.

Howard Zink to Eisaman

Howard Zink Corp., Long Beach, Cal., has appointed Eisaman, Johns & Laws Advertising, Los Angeles, to handle broadcast advertising and sales promotion for its Surefit division. The company, which manufactures automobile parts and accessories, is expected to spend about $350,000 in media. Max Becker Advertising, Long Beach, was the previous agency.

Blue Cross Buys TV Series

Associated Hospital Service has purchased Screen Gems' "Medicine 1960," a series of 12 one-hour documentaries, for showing in Anderson, Charleston, Columbia, Florence, Greenville and Spartanburg, S. C. The first of the series will be shown about mid-October in each market. The order was placed direct by the Blue Cross organization.

S-F-W Names Hadden VP

Sawyer-Ferguson-Walker Co. Detroit newspaper representative has named Thad S. Hadden a vp. He joined the company in Los Angeles in 1950 and has been in Detroit eight years.

Switch to Lake Shore
for faster service!

ELECTROTYPES · NEWSPAPER MATS
REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

cameras...and cashmeres...and catamarans...

EVERYTHING UNDER THE SUN!

RETAIL SALES in the San Diego metropolitan market totaled $1,268,225,000* last year – an all-time high. Population, employment, and personal income also climbed to record-breaking levels. *During the 1950's, San Diego's aggregate business activity rose almost 200 per cent.*
Two metropolitan dailies serve and sell the market: *The San Diego Union* and *Evening Tribune*. Combined daily circulation exceeds 200,000 (220,667 ABC 9/30/59). Readership percentage (Sunday-and-evening combination) reached 86.9 in 1959.

The San Diego Union | *EVENING TRIBUNE* SELL SAN DIEGO

*Source: Economic Research Department, Union-Tribune Publishing Company

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Springfield, Illinois — Northern Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

PHOTOGRAPHIC REVIEW OF THE WEEK

Kracht Newman Madden Storz Skelton DeWolf

AIA AWARDS—*The Assn. of Industrial Advertisers, New York chapter, named Mel G. Storz, Aviation Week space representative, to be "Space Salesman of the Year," and Joseph H. Newman, media director, O. S. Tyson & Co., to be "Space Buyer of the Year," at its May meeting (AA, May 9). Awards were presented by George Skelton of Petroleum Refiner, and Alvin Kracht of J. M. Mathes Inc., 1959 "salesman" and "space buyer," respectively. John DeWolf, vp, G. M. Basford Co., presented Steve Madden, assistant ad manager at Babcock & Wilcox, a gold watch as outgoing chapter president.*

FRINGE BENEFIT—*Herbert D. Bissel, vp for marketing, Minneapolis-Honeywell Regulator Co., shows special plaque and surrey he was awarded by the Associated Business Publications to Lowell Thomas, master of ceremonies at the presentation. Mr. Bissel's company — which spent 50% more in business papers in 1959 than it had in 1958—was chosen as the company that "was really excited about its business advertising program."*

DRIVE FOLLOWS SUN—*Shulton Inc., New York, is using 600 of these posters in a $100,000 outdoor campaign to plug Bronztan sun tan lotion. The drive began in January in Florida resort areas and will "follow the sun" northward in resorts and nearby metropolitan areas through September. Wesley Associates is the agency.*

Cavanaugh McClanahan Burum Yoffie Taylor Fuhrmeister Milburn Truax Lindsey Bach

AT NNPA CONVENTION—*Looking over some outstanding newspaper promotion campaigns at the 30th annual convention in Phoenix of National Newspaper Promotion Assn. are Laurie Cavanaugh, Minneapolis Star and Tribune; Ed McClanahan, Denver Post; Don Burum, Honolulu Star-Bulletin; Norwin Yoffie, Independent Star-News, Pasadena, Cal.; Ralph Taylor, Independent Press-Telegram, Long Beach, Cal.; Din Fuhrmeister, Tacoma News Tribune; William Milburn, Tucson Daily Citizen; Earl Truax, St. Paul Dispatch and Pioneer Press; Dave Lindsey, Chicago Sun-Times and Daily News; and Leonard Bach, Philadelphia Inquirer.*

STOP—*A battery-powered Shelf Stopper, revolving shelf displayer designed to draw shopper's attention to featured products, has been developed by Storecast Corp. of America, 11 W. 42nd St., New York.*

Flint Smith Reap Davenport Fairley Reese Jeffrey Dreyfus Tedesco Eager McLellan Treat Suft Croker Lynch

GAB SESSIONS—*Chatting between business sessions at 30th annual national convention of National Newspaper Promotion Assn. in Phoenix are Richard Flint, Reporter-Telegram, Midland, Tex.; Richard Smith, Miami Herald; Edward Reap, Los Angeles Times; John S. Davenport, Scripps-Howard Newspapers; William Fairley, Fort Worth Star-Telegram; Robert Reese, Detroit News; Richard Jeffrey, Dallas Morning News; Walter Dreyfus, Consolidated Book Publishers; George Tedesco, News-Dispatch, Michigan City, Ind.; W. S. Eager, Montreal Star; Chuck Treat and Walt Suft, Arizona Republic and Phoenix Gazette; Al McLellan, Vancouver Sun; William Croker, Telegraph-Herald, Dubuque, Ia., and Joseph Lynch, Washington Post & Times-Herald. NNPA's 1961 convention will be held in New York in the Waldorf-Astoria Hotel.*

The most important advertising target you have is customers

You can profit from a new series of market studies which focus on customers for a score of key products and services, family bought and company bought.

For example, take just one area of consumer spending power—vacation travel. Only 29% of the nation's vacationing families travel by plane, train or ship. Yet, this small group will account for 55% of the vacation dollars spent.

Who are these relatively few families—the real vacation customers?

Income and occupation quickly identify these 7,500,000 who spent some $6 billion vacation dollars.

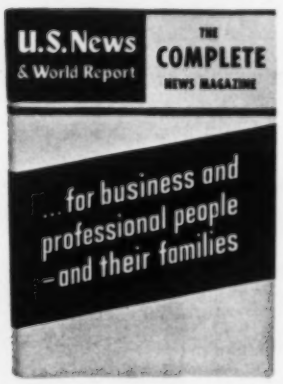
■ Only half of the nation's families—those with incomes of $5,000 or more—will spend 94% of the total vacation dollars. In fact, just a fourth of America's families—those with incomes of $7,500 or more—will spend 82% of this total outlay.

■ Managerial and professional families provide 79% of the vacation dollar volume.

It is not surprising then, that the three news magazines, which concentrate on high-income people of responsibility, provide the best coverage of this consumer bull's-eye.

And among these magazines, "U.S.News &World Report" emerges as . . .

The most important magazine of all



The new study shows that "U.S.News & World Report" alone covers better than a fourth of the 7,500,000 families buying tickets on planes, trains or ships. And of the 14 major magazines studied, it covers these known travelers at lowest cost per thousand.

It's another case where customer and audience characteristics match. Nine out of ten "U.S.News & World Report" family heads hold managerial or professional positions. Their family incomes average $15,496—highest of all magazines with more than 1,000,000 circulation.

These are the kind of people who depend the most on the essential news of national and international affairs which "U.S.News & World Report" gives them every week, to the exclusion of all that is trivial or superfluous.

Ask to see the new 19-minute film report of the study, "Today's Vacation Travelers by Plane, Train and Ship." It is one of six such special film reports based on "U.S.News & World Report" market studies that are now ready—corporate stock, business travel, hi-fi and stereo equipment, home air conditioning and car rental. Contact your advertising agency or any of our advertising offices listed below.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,150,000 Net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

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CAN YOU TELL "THE SMELL"?*

The Chemical Process Industries got top billing on Broadway when Mike Todd Jr.'s new movie opened—"Scent of Mystery", filmed in glorious "Smell-O-Vision". Amazing, isn't it, how fast CPI-Management maneuvers new markets? A few years ago, who'd dream show business held potential new millions for the fragrance producers?

In the same issue CHEMICAL WEEK bannered, "*Scentmakers Trix Put New Kix in Pix*", it also flashed news of . . . *the plastic makers' scramble for new polyformaldehyde markets —a new development in computer control—the big boost in CPI capital spending* . . . page after page of meaningful, interpretive news to back up executive decisions *at every level.*

That's why CHEMICAL WEEK keeps 34 full-time editors on the job . . . plus an army of correspondents from Broadway to Bangkok. That's why it alone has earned the right to be called "*industry-spokesman*". That's why . . . whether you sell "p.a.'s" or presidents, men who manage giant research projects or run entire plants . . . your first, most significant, sales job starts here.

Yes, right here! You'll move more products faster . . . where the editors match the mind, mood and minutes of management . . . *inside* CHEMICAL WEEK!

Chemical Week
A McGraw-Hill Businesspaper (ABC-ABP)

***ANSWERS**

1. Peter Lorre, Denholm Elliott and their first whiff of the rare scent the mystery woman is wearing.
2. Banana — yes, hero slips and almost falls on peel of.
3. Pipe tobacco. Sniff, sniff! A clue to possible foul play.
4. Wrong! No smell — just to throw you off the scent.
5. Could be Scotch. Brandy? Hey, bartender!
6. Did you ever smell a burro?
7. Cement. Now, what does cement smell like anyway?
8. We don't know. Go see (we mean smell) the picture.
9. Care for a fresh peach?
10. A sniff for a whiff of the heroine's bewitching perfume.
11. He looks like he's trying not to smell something.
12. This is it. A whole bottle of clue. That exotic, exciting "Scent of Mystery".

Feature Section

Advertising Age

Salesman's Status Changes: Weiss

Report on a Trademark Infringement

How to Age Printing Paper

Six Ads Are 'Tops' for Woolf

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

Picking 'Typical' TV Spots for Britain

Harry McMahan, tv consultant, comments each month on new commercials, trends and techniques. He is the author of the new book, "TV Tape Commercials" (Hastings House, $4.50) and has just returned from speeches in London and on the continent in connection with the publication of the book there. He brings back a new collection of European commercials which will be reviewed in his next AA column, scheduled June 20.

By Harry W. McMahan

What American commercials would you screen for the British television industry as "typical" of the medium in the U.S.A. today?

No, not necessarily the "best"—but the most interesting, the most representative of our current trends and techniques.

Harry W. McMahan

Well, I had taken American reels over in 1955 and again in 1958 to screen for the London Television Circle and this time they wanted to see both videotape and film.

I'll list the first ten of my film spots and the first six of the tape commercials (with my reasons for selection). See what you disagree with, and what you'd add for the other ten on the reel:

1. Bell & Howell "Zoomatic Camera" (best demo in months).

2. Piel's "Bert & Harry" (the series that changed tv advertising).

3. Gillette "Conga" (trick animation reverse technique—from America's most versatile tv advertiser).

4. Olin Mathieson "Small World" title (great Saul Bass design).

5. Kellogg's "Yogi Bear" (it makes today's kid jargon).

6. King Cotton Sausage (tempo track, tricky design).

7. Muriel "Coronella" (intriguing "visual squeeze" work).

8. Nestle's Quik (elastic lens technique).

9. Mr. Clean (great success story).

10. Anacin (voted "America's worst commercial"—is it?).

—And there were ten more film commercials. Here are the first six on the videotape reel I took:

1. Zest "experimental" (because it proves that tape can do almost all the tricks of film).

2. Chevrolet "pixie announcer" (great electronic matting).

3. Dutch Masters "Ernie Kovacs" (humor and non-verbal communication in the European style).

4. Permalift (most artistic low budget tape spot I've seen).

5. Speedway gasoline (good local use of mobile equipment).

6. Revlon "Pinkissimo" (most glamorous tape commercial yet).

—And six more tapes, added to these.

Would you have done it differently? What would you pick?

Jell-O, Steady as a Rock

One of the film spots on the London list, we might add, is a current Jell-O spot. The British are rather avid fans of the Jell-O tv fun (aren't we all?). The first trip in 1955, I had taken Jell-O's "Busy Day," the wild Steinberg spot. Then, in 1958, I took the "Chinese Baby" award winner.

This time it was a new one in their happy series on "—Weeks":

"National Nutty Jell-O Week." One point of interest in this one is the Xerox process art work (reproduced photographically from the "loose" original drawings, not copied on cels). Jack Sidebotham of Y&R is the mad designer here with Ray Patin, Hollywood, executing. It's Barbara Demaray's script. And she has shrewdly put some appetizing live action scenes in with all the fun and foolishness too.

Gas & Oil & Open Road

Elsewhere on the American scene, the new spring-summer product is beginning to hit the airlanes.

Standard of Indiana has just previewed a whole passel of new commercials calculated to stir the yen for the open road. Three I especially like:

"Sports Rallye," with an on-the-spot excitement and flair; "Answers, Answers," a jingle treatment for Standard's local travel information service; and another idea that tied in cartoon tv with Standard's outdoor posters. This is the kind of integration more advertisers should have (I'm convinced outdoor and tv are well-wed media).

Screen Gems, Hollywood, produced the series under the supervision of Russ Young, tv head for D'Arcy, Chicago. Bill Juhré wrote the "Sports Rallye" script, Bill Walker the jingly music. Bob Clark story-boarded.

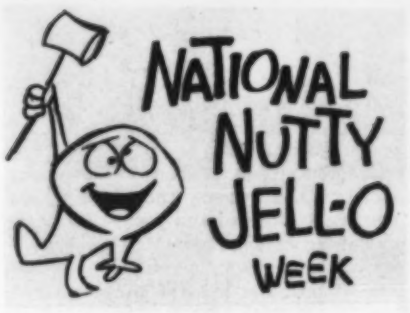
Fill 'er up.

Western Duel at High Noon

The best western duel in Hollywood lately has been between the Blue and the Green trading stamps. The Blues were sorta takin' over most of the town, pod'nuh, when ol' S&H Green put on its six-guns and got ready for the showdown.

Before the shootin' was over, ol' S&H had shot 68 commercials. And the thing that fooled the villagers was the newfangled shootin' iron—somethin' called *videotape*. S&H packed it around on wheels, too—coverin' some ten towns in ten days of shootin'.

The barroom beauty—excuse me—the pretty gal for S&H turned out to be Elsye Knox. Mobile Video Tapes drove the stage. And SSCB was the deputy. Quite a fracas!



General Foods

Standard Oil Co. (Indiana)

S&H Green Stamps

Buick

Hope Springs External

By and large, Hollywood's tape work on commercials is coming along more slowly than New York's. The mobile tape units, such as MVT's, are beginning to break down some of the film-oriented Hollywood resistance, but it goes slowly.

Mobile Video Tapes has gone on location for such gasoline companies as Union Oil and Mobilgas and such automotive accounts as Valiant (to Palm Springs and San Francisco).

Buick, too, for the Bob Hope shows, has ventured out of the studios for a fling with the live cameras and magnetic picture recorders, too. NBC-Telesales is handling this series with MVT equipment for McCann-Erickson.

PPG Goes Back to Film

You can count Pittsburgh Plate Glass, though, as one sponsor who isn't deserting film—or Hollywood—entirely. After many early tape commercials in New York last year, PPG has just returned to Hollywood for six new minutes on film. Gordon Mitchell's All-Scope Pictures produced for BBDO.

Since they use the reflection in the mirror to tell the basic story, this sponsor strikes me as better off on film. PPG has done some exceptionally good tape commercials for the Garry Moore show. But the product's needs for complete control on lighting, staging and editing all favor the sprocket hole route for PPG, methinks.

Announcer's Business to the Dogs

In the last few months, we've seen cartoon dogs take over the announcer's role for cars (Ford), beer (Gunther), deodor-

---

Mr. McMahan will speak May 19 at the American Festival, Hotel Roosevelt, New York, on "New Trends in European Commercials."

ants (Trig), so it's something of a switch when they get back to selling dog food.

It's pretty doggone funny the way they do it in this new Friskies spot for the dog food made by the contented cow company. There's a minute and a 20 to do the job in a 70-market West and Midwest campaign for Carnation.

EWRR is the agency, with Ed Morgan the supervisor. Playhouse Pictures, Hollywood, produces, with Bill Melendez as the able animation director. Good fun and good sell.

TV and the Packaging Story

When it comes to a new packaging story, there's nothing like television to get the story across.

Good example: Hudson Paper's new "Golden Showcase" tissue. This commercial opens with a "some people hide it in drawers" gambit toward other tissue packages, then neatly demonstrates how Hudson's new box lets you "slip off the wrapper . . . and the printing comes with it." Then, for the product itself comes a "gentle as a snowfall" sequence, in stop motion.

Elliot, Unger & Elliot has done a very tasteful job in mounting this production for Grey. Bob Haig and Don Stone are credited with the script. Catherine Pitts is the agency producer—again proving we need more good gals like her in the business.

Design from Dallas

When you go outside the big production centers, it is still possible to find

Carnation Co.

good animation—but harder still to get good design to go with it.

Down in Dallas a few weeks ago we took a good look at some of the new work at Keitz & Herndon, the young animation house there. They have a new plant, very modern, and some new commercials to match. Something we especially liked was a series of :10 IDs for General Mills on Portein Plus and Hot Toasted 40% Bran.

Credit, too, to Lawrence LaBelle, art director and producer for Knox Reeves, Minneapolis. Good work.

Festival Opens Next Wednesday

After many good regional competitions during television's first dozen years, we now have our first national all-industry competition opening next Wednesday (May 18-20) in New York at the Hotel Roosevelt. It's called the American TV Commercials Festival & Forum. More than 1,000 commercials have been entered, with the 40-odd judges trimming this list down to about 250 "finalists."

It should be a good show. The important thing is that it gives everyone in the business a chance to see *all* the best commercials of the year. #

Pittsburgh Plate Glass

Hudson Paper

General Mills

Hudson Pulp & Paper Corp.

On the Merchandising Front . . .

The Waning Role of the Salesman —As a Salesman

By E. B. Weiss

On balance, for the last 50 years, the role of the manufacturer's salesman—*as a salesman*—has been waning.

The trend started when the first few manufacturers established a brand with a degree of pre-selling. Ever since, the strictly traditional selling role of the salesman has been declining.

E. B. Weiss

The last decade brought the role of the salesman—*as a salesman*—to a new low in such pre-sold categories as food, health aids, and certain hard and soft classifications. The decade of the 1960s will shrivel still further the traditional selling role of the salesman in still more categories. More and more reliance will be put on advertising to do larger parts of the selling job. Moreover, in the coming decade the waning selling function will skid for an additional reason, to wit: Other occupations will prove more attractive both financially and as a pattern of living.

■ Now before moving further into this analysis I must anticipate the "opposition." I will be charged with predicting the death of the salesman—everywhere, and for all time, and for all purposes. And it will be remarked: "What else would you expect from an advertising agency man?"

Obviously, that is not my position at all. What I contend is that *on balance*, the role of the salesman, *as a salesman*, and as selling has been traditionally defined, has been waning. And I also contend that this trend will pick up still more momentum.

When one strikes a balance, one is weighing *both* plusses and minuses. Thus, when I remark that the role of the salesman, as a salesman, has been declining *"on balance,"* I am saying that in some fields his selling role is definitely more important than ever. But my conclusion is that the role of the salesman, as a salesman, has declined more broadly than it has gained stature in our total economy. And I believe this trend still has a long way to go.

■ I am also contending that it is only in his traditional role of *selling* that the salesman has declined in status. This is not to say that he may not have new, and in some instances even more important, roles to play. But these new roles tend not to be selling as the selling function is traditionally reviewed.

And right here is the crux of this situation. In other words, there continues a tendency to think of salesmen as personnel performing the *traditional selling functions* even in fields where these traditional selling functions have faded, in varying degrees, in importance. To express it differently, there is a tendency for sales management to maintain tradition with respect to the role of personal selling.

■ This is exactly what happened in mass retailing. Originally, the retail salesperson *was* a *sales*person. But with self-service and self-selection, floor personnel became *attendants*, not salespeople. Their functions changed, but the semantics didn't—they were still called, and are still called "salespeople" and managed as such.

Similarly, in too many instances, the manufacturer's representative who calls on the trade—wholesale or retail—continues to be called a salesman, even though more often than otherwise his functions bear only a remote resemblance to creative selling. And he, too, tends to be hired, trained, compensated, routed and managed as a salesman when his present-day functions may be little more than that of a *"trade attendant."*

Yet our giant retailers are all turning to a committee system of buying. The individual buyer, in giant retailing, has been shorn of much of his original authority, and this process continues. Manufacturers' salesmen rarely can get into a buying committee meeting, and surely the printed form that the salesman fills out under these circumstances hardly comes under the role of selling.

■ Giant retailers are taking over mass retailing. Some 50 giant retailers right now control 35% to 85% of the total volume of an amazing number of our manufacturers of pre-sold brands. This process of concentration of retail power continues apace (interestingly, when I first analyzed this trend some 20 years ago, I reported that 400 giant retailers were the major outlets for most pre-sold brands; *soon the figure will be down to* 40).

And giant retailers will buy, increasingly, through a committee that puts up an impenetrable wall between its deliberations and the manufacturer's salesman.

What is true of giant retailing is equally true of giant wholesaling—step by step and point by point.

■ Even in industry more and more buying is being decided by executives seldom contacted by the industrial salesman. Thus, the Research Institute of America, in a late 1959 report, makes the point that, in industry, top management's role in purchasing is growing. I quote the following from that excellent RIA study:

"Was it the buyer or purchasing agent that first sensed the need for your product—then determined that your brand was best—and finally approved the purchase? No to all three questions, say the top executives of most firms.

"These facts aren't changed by the realization that all of the orders you receive are signed by the buyer or purchasing agent—that the bulk of your salesmen's calls are made at that level—and that the purchasing man, as a specialist, is and should be a key man in the transaction.

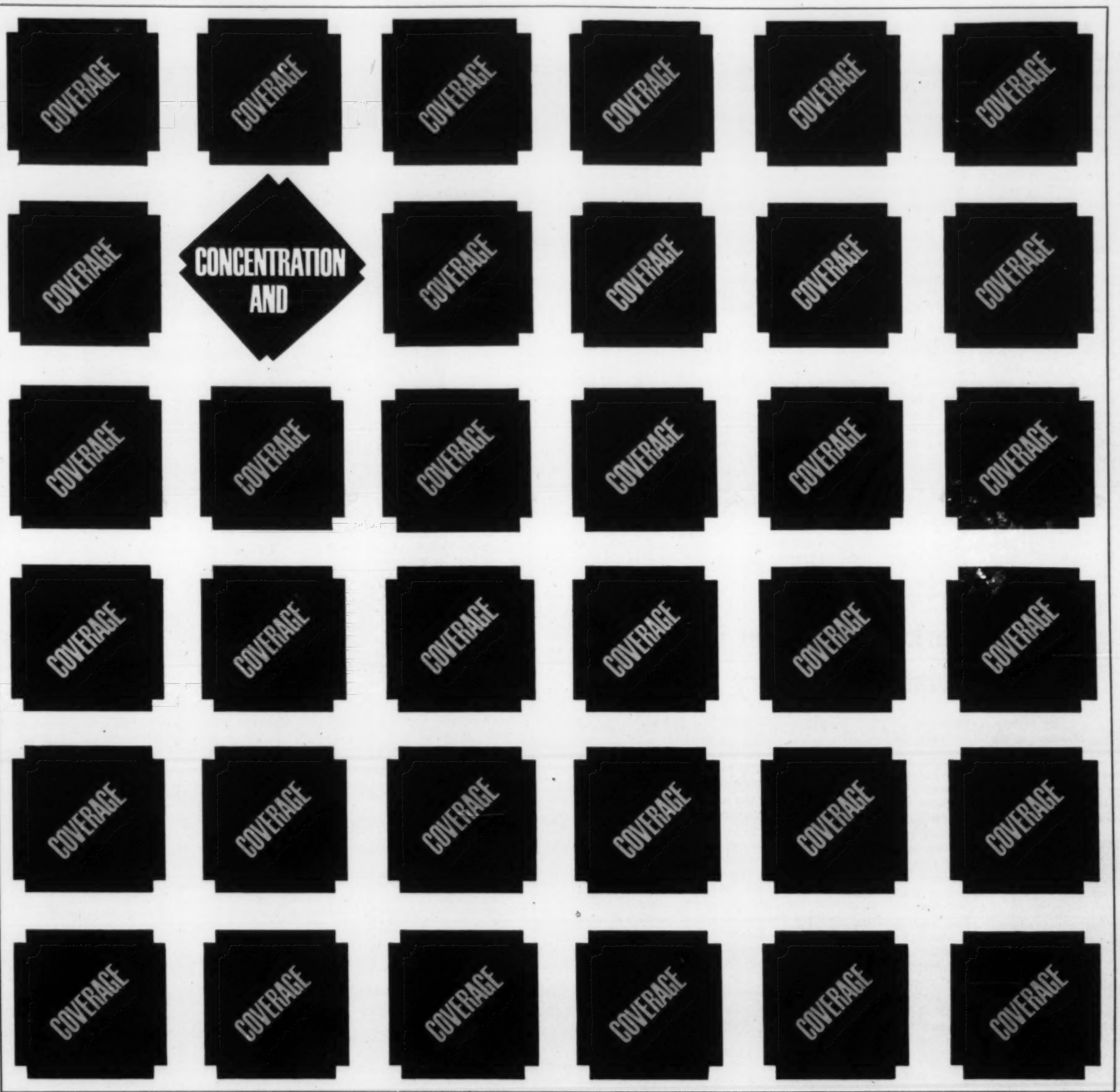
■ "The real problem is posed by a gradual but significant shift in buying procedures; one which can endanger your chances of holding your most important customers or gaining new ones if it is not recognized and met.

"The signs all point one way—toward increasing management participation in buying decisions even among large companies.

"You've probably run into some evidence of the change already. Your advertising and sales promotion may be just right, your salesman working as hard as ever. Yet, suddenly, the purchasing agent of a major account may tell him, somewhat embarrassedly, that he's switching part of the business to a competitor. Your salesman may not even be told; the orders merely begin to decline.

"Chances are the suggestion or order to switch the business came from 'upstairs' and the salesman, by himself, is almost powerless to overcome the competitor's edge."

■ This same "management participation" in buying is, of course, equally true with respect to our giant retailers. Or maybe "top level executive participation" would be a better description with respect to some of our giant retailers. As in *all* committees, the executive who sits at the head of the table tends either to make, or strongly to influence, the ultimate buying decision. Some tape recordings of



CONCENTRATION IN TOP RETAIL SALES COUNTIES

All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and "Survey of Industrial Buying Power" (7/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

Concentrate on enough of the right prospects — and you've got the kind of coverage that counts. ■ Which is exactly what TIME—TIME, The Weekly Newsmagazine—does for you. ■ The audience of TIME? It's the executive and professional families of America . . . with income, education, business success and community influence far, far above the average. The active and the informed people who make big buying decisions for their businesses and for their families. ■ For instance, in the top 100 U. S. counties in retail sales (accounting for 51.6% of all such U. S. sales) TIME concentrates a greater percentage of its circulation than does any magazine of half million or more circulation. ■ This is TIME and the value of advertising in TIME: concentration and coverage of your best customers and most likely prospects.

THAT'S

TIME

the proceedings of food super buying committee meetings taken by *Supermarket News* tend to bear this out. He may be a management executive or a top level executive, but the point is that this executive is seldom contacted by the manufacturer's salesman either before, during, or after the buying committee meeting.

I might also point out that a mounting percentage of what could *really* be called "selling" to giant retailers is done these days by meetings between top executives—a top executive of the supplier and a top executive of the giant retailer (or giant wholesaler).

As an example of how the original meaning of the word "salesman" can mislead, I cite a release issued by an association of wholesale distributors which pointed out that its "salesmen" spend some 68 minutes each day with retailers and have to average very close to $1,000 in sales to pay their way. But these salesmen will make from 20 to 30 and more calls per day—so, actually, they may be with a retailer for no more than several *minutes* per call. How much *true selling* can be done in from two to three minutes?

This is not to say that the role of these men is not important. Their role definitely is important. But it is not a selling role, as selling is traditionally defined.

Of course, in the food and drug fields—some others, too—a number of long-established national advertisers years ago recognized the downgrading of the traditional personal selling function that I have sketchily described. These manufacturers reorganized their sales organizations accordingly.

But many more manufacturers who have begun to pre-sell their brands in more recent years have too often failed to apply rational reorganization planning to the personal selling function. Their sales organizations have not been brought into conformance with the new buying setup of our giant retailers nor into conformance with the specific personal selling requirements of the pre-sold brand. Obviously, this is hardly likely to be the same kind of personal selling required when brands were not pre-sold.

■ One consequence of this situation is that the advertising percentage remains stationary or even *declines*, while the selling percentage *rises*. This is poor strategic planning.

Moreover, these salesmen are being poorly trained to perform their *new functions*. How could it be otherwise when their new functions have so seldom been clearly delineated? #

The Creative Man's Corner . . .

What's Accomplished?

L&M seems to be riding the crest at the moment with a musical commercial that all the country is singing. But when the verbal part of this commercial is put into cold print, aside from reminding us of the commercial, we wonder just what is accomplished that is good for L&M.

A headline announces that L&M has found the secret, as everybody is singing, that unlocks the flavor in a filter cigaret.

Why? Because, says a concluding piece of prose, "L&M's miracle tip is so advanced . . . fine tobaccos can be blended not to suit a filter . . . but to suit your taste."

What's this really mean? Or can it be argued that it doesn't matter what it means? But if it doesn't really matter, why even bring it up?

How is it so advanced? Are tobaccos, in general, specially blended to suit a filter? And if so, how? And if L&M's filter doesn't require this special type of blending, why doesn't it—and what kind of blending does it make possible?

L&M and its agency can argue with us that nobody much cares, anyway. But as a surprising number of people are beginning to suggest, unbelievability exerts an enormous cost—not just on the campaign that stoops to it, but on all advertising. How much can be taken from the stock of believability on which advertising trades without eventually exhausting it? #

What's Doing on the Legal Front . . .

Trademark Infringement in the Mattress Industry

By Sidney A. Diamond
Member of the New York Bar

There have been a number of trademark conflicts recently in the highly competitive mattress industry. Sealy Inc., after settling disputes with both Serta and Simmons, took Wyandotte Mattress Co. to court and succeeded in obtaining an injunction and an award of damages for trademark infringement.

Sidney A. Diamond

The Sealy brands involved in the case were "Posturepedic," introduced in 1950, and "Golden Sleep," which goes back to 1938. Both of these are registered trademarks. Wyandotte started to use "Proper-Pedic" and "Golden Fleece" in 1954. Its trademarks are not registered.

Sealy found out about Wyandotte's use of "Proper-Pedic" when one of its franchised distributors mailed in a tear sheet from *Life* magazine containing a Wyandotte ad just one-column inch in size. This advertisement contained the trademark "Proper-Pedic" with the familiar circle-R notice, which is the legal equivalent of "Reg. U. S. Pat. Off." Sealy opened correspondence with Wyandotte by requesting the registration number. There was none, because Wyandotte's trademark was unregistered, and Wyandotte dropped the circle-R notice from subsequent advertising material on advice of its counsel.

■ The one-column inch advertisement had additional significance in the case. On the basis of this insertion, Wyandotte started to attach "As Advertised in *Life*" labels to its mattresses. Sealy is an extensive national advertiser, in *Life* as well as other media, and it had used the "As Advertised in *Life*" stickers and hang tags for years.

Wyandotte was challenged about this at the trial and testified that buying the smallest possible space in *Life* magazine was not for the purpose of cashing in on the results of Sealy's regular full-page advertisements, but was simply the beginning of Wyandotte's own advertising campaign. When asked why an essentially local concern should devote what was practically 100% of its advertising budget to a small, expensive national ad, the Wyandotte representative testified, "You have to start somewhere." The trial judge disbelieved this testimony and concluded that the *Life* advertising incident demonstrated an intention on the part of Wyandotte to divert customers from Sealy. The U. S. court of appeals in Kansas City, which affirmed the decision unanimously, agreed specifically with this particular ruling, on the theory that Wyandotte's announced advertising approach "is contrary to universal business logic."

■ There was additional evidence tending to indicate a deliberate attempt to create confusion among customers. Sealy used a streamer bearing the *Good Housekeeping* Seal of Approval. Wyandotte put an approved material known as "Tufflex" into its mattresses and, on the strength of that, also used *Good Housekeeping* Seal of Approval streamers.

Evidence of this sort always is somewhat equivocal. It may be a series of unrelated circumstances explained by coincidence and entirely consistent with an innocent motive. Or it may show a pattern of imitation that points to the conclusion that there was a deliberate attempt to deceive, and this intent will give legal support to the basic claim of trademark infringement in the case.

Ordinarily, the appellate courts defer to the ruling of the trial judge in situations like these, largely because the trial judge is able to observe the witnesses as they are testifying and form his own conclusion about how reliable they are. In the Sealy-Wyandotte dispute, the trial judge has said that, "taking it as a whole, all of the testimony and everything that I have seen, I think as a whole it was intentional." And the court of appeals affirmed this ruling also.

Turning to the trademarks themselves, the court of appeals held that "Posturepedic" and "Proper-Pedic" make similar impressions upon both eye and ear and carry similar connotations to the brain. As for "Golden Sleep" and "Golden Fleece," the court agreed that, upon careful analysis, they would be found to have different meanings; but concluded that the concepts are hazy and, when considered in connection with sleep equipment, both trademarks are designed to give the buyer the same notion of luxurious rest. A prospective purchaser thus might be confused, especially when all the other similarities between the two products are taken into account.

Wyandotte argued strenuously that confusion was not likely to occur because sleep equipment requires a comparatively substantial investment, so that customers must be expected to exercise a considerable degree of care when making a purchase. The court disposed of this argument by pointing out that the customer buys infrequently and that the construction of sleep equipment is not a matter of common knowledge. The purchaser therefore is forced to rely more on his memory than on his inspection for the recall of names, guarantees and endorsements he may be familiar with as the result of advertising. "Under such circumstances," the court of appeals concluded, "confusion can easily arise."

■ The question of damages in a trademark infringement case is highly technical, and this is not the place to go into it in detail. At any rate, the trial judge has a great deal of discretion in deciding whether there shall be any damages at all and, if so, how much. Sealy proved that Wyandotte's net sales under the infringing trademarks from 1954 to the time of the trial amounted to $20,000. On this basis, the trial judge awarded damages in the sum of $7,500. Both sides objected to this figure, Sealy claiming it was too low and Wyandotte arguing that it should be reduced to zero. On this point, also, the court of appeals affirmed the judgment, saying that "we conceive

LOOK
PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

Inauguration Day, 1953.
"The day," says Harry S. Truman,
"when Ike snubbed me."
Mr. Truman recalls it as he begins—
exclusively in the current LOOK—
a "plain-speaking" chronicle of his life
since he left the White House.
Blunt, frank, unequivocal,
he lashes out at "relentless grudges"
coloring the actions of our leaders...
at trends in the new Administration...
at how "Stevenson let me down."
Here are the often-caustic,
always-human comments of a man
making the transition
from Mr. President to Mr. Citizen.
An explosive yet moving chapter
in *the exciting story of people.*

no reason for disturbing the considered discretion of the trial judge."

As a capsule summary, this case shows what can happen when a competitor tries to come as close as he can to one of the industry leaders in brand names and other markings—and goes too far. Recently, this column discussed another case which also involved elements of apparent imitation, but the decision went the other way. ("The Battle of the Hair Creams," AA, March 14, 1960.) The big distinction between the two cases, according to the written opinions of the judges who decided them, is that the hair cream trademarks, "Brylcreem" and "Valcream," were much easier to distinguish from one another than the mattress trademarks.

Basic legal principles are well established in this field, but predicting the outcome is very hazardous because, in the final analysis, each trademark case depends on its own unique set of facts. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Production Man

The production man sits in his place
With small deadlines etched on his face.
His life is sad; he'd leave it, kiddo
Except that death might cause a
Widow.

Salesense in Advertising . . .

Let's Have Less Brilliance and More Common Sense

By James D. Woolf
Creative Consultant

Recently an agency executive asserted, in a speech, that outstanding copy comes from the pens of brilliant men and women. Lack of brilliance, he said, was the primary reason for so much mediocre advertising.

James D. Woolf

A brilliant copywriter, I gathered from his remarks, is sharp as a tack. He is gifted with exceptional brains, a superb mastery of language, sparkling wit, and unfettered imagination. He is, above all, "clever" and endowed with a fabulous sense of humor. In short, he is a genius.

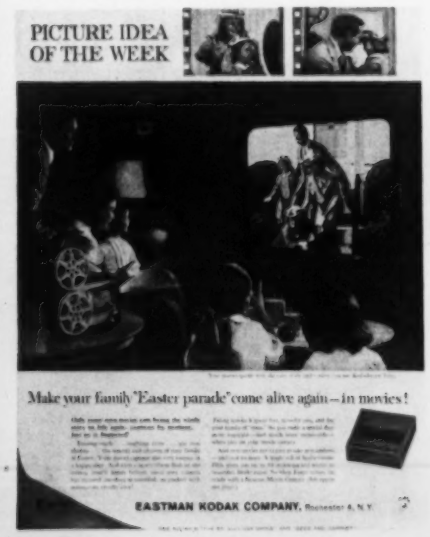
I don't agree. I know intimately and have worked with a great many highly successful copywriters, and I can assure you that not one of them measures up to this conception of brilliance. And I can assure you further that, in my opinion, silly, smart-alecky advertising—the "clever" stuff—is dreamed up by alleged copywriters who have deluded themselves into believing they are geniuses.

Here is my conception of a competent copywriter:

1. He is reasonably well educated and intelligent.
2. His writing is better than average, but he is by no means a potential Shakespeare.
3. He has a feeling for people, instinctively knows what makes them tick.
4. He respects the average consumer's common sense.
5. He has good taste.
6. He believes in factual, informative, sensible copy.
7. He is industrious, a hard worker, a digger.
8. He believes that selling is a primary function of advertising.
9. He doesn't think of himself as being brilliant, and he isn't.
10. He doesn't wear gray flannel suits.

I maintain that in some quarters copywriting is vastly overrated as an awesomely difficult and mysterious art that only inspired brilliance can cope with. Poppycock! Actually, in my opinion, the art of copywriting needs less "brilliance" and more hardheaded common sense.

Shown here are six advertisements that are tops in my book. Such advertisements as these are good for the products they advertise *and good for the advertising industry.* #



GOOD THINGS BEGIN TO HAPPEN
when soup's for lunch every day!
CLAM CHOWDER
GREEN PEA SOUP
Once a day... every day... enjoy good hot Campbell's Soup

Tips for the Production Man . . .

How to Age Printing Paper in 32 Easy Lessons

By Kenneth B. Butler

Opening a direct mail selling piece the other day there fell out, among an assortment of color illustrations and swatches for neckwear and slacks, a slip reproducing an early advertisement for "merchandize" and fabrics, dated 1825. In addition, to the quaint typography, my attention was held by the print paper which bore an authentic discoloration including soft brown spotting of the edges.

I noted the items so appealingly pictured, and I also noted the advertiser, the Haband Co., of Paterson 2, N. J.

■ I thought my readers might like to know how to achieve this aging or antiquing process, for this is an art presumably known only to counterfeiters, and I was sure the Haband Co. had gone to some effort to reproduce this unique effect.

The reply came promptly, proving that the Haband folks are on the ball, and the explanation came from none other than one of the principals of the business, one M. Habernickel Jr. I do not know whether he is a Harvard man, a Princeton man, or a Yale man . . . but he's definitely ivy league. I strongly lean toward pinning the Princeton tag on him, since he resides in New Jersey.

His partner is J. A. Anderson, and there you have the source of the firm name: HABernickelANDerson. Mr. Habernickel gave me information on the antiquing direct, as is indicated by the title signed beneath his name: "Chief Antiquer."

I cannot tell it as well as Mr. Habernickel and so I pass on his narrative to show you how this trick is accomplished:

■ "We don't know ourselves. One guy said let's pour coffee over the edge. We tried it, but it was no good. We made the coffee stronger, but still as above. We added Coca-Cola to coffee, still as above. We tried tea of all strengths, still as above. We tried machine oil (this smelled bad), same as above. We added iodine to coffee, still as above. We added iodine to tea, still as above.

"At this point a pan full of the brew was spilled down the front of one girl—result: ruined dress and burned leg. But science marches on.

"We added methyolite to coffee, still as above. We added Tintex to coffee, still as above.

"But each time another 10,000 sheets came through—some better, some worse. We're still at it and our chemists will triumph in the end, even if they never know exactly what happened. P. S. At present they are top authorities on where to buy coffee cheapest. P. P. S. Whenever coffee is mentioned it might mean coffee, Sanka, Postum, Nescafe, drip-grind, or the 59¢ special."

Supplement to 'Aging Report'

"In checking facts I am now informed that beer was also used. Bock beer

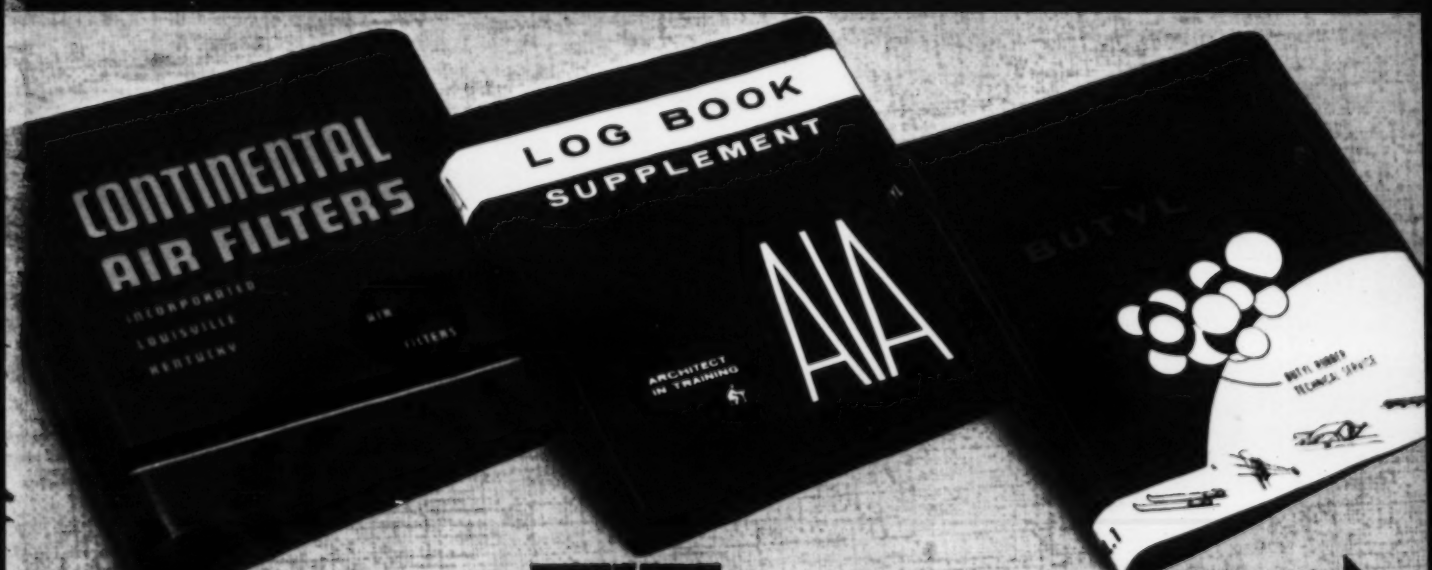
Go Modern Go Plastic

RICH, COLORFUL

NBB

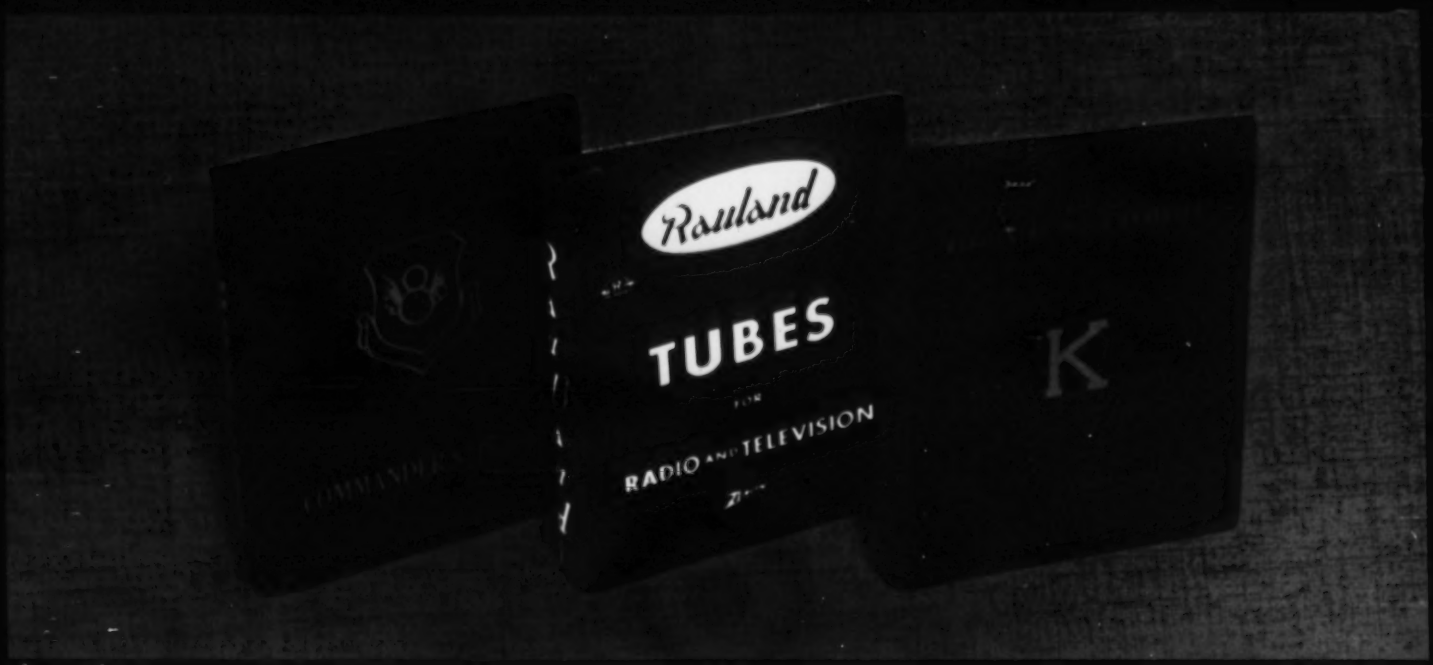
DECORATED COVERS

FOR CATALOGS • PRICE LISTS • PRESENTATIONS
SALES MANUALS • INSTRUCTION BOOKS • BULLETINS



NATIONAL BLANK BOOK COMPANY

For more facts — turn page



Your company's printed messages and pictures about products, prices or procedures, deserve the prestige and protection of

NATIONAL BLANK BOOK'S MODERN, VINYL DECORATED COVERS

Virgin vinyl plastic is first choice for decorated covers, and specified by over half of National's catalog customers. Virgin plastic outlasts all other plastics . . . reclaimed or intermediate grades. Almost a limitless range of decoration possibilities . . . silk screening in one to four colors or more . . . 3-Dimensional applique of your name or trademark in plastic, electronically welded on the cover . . . traditional stamping and embossing. For modern design with built-in durability and economy, specify a National virgin vinyl plastic binder for your next catalog, manual or handbook.

Vinyl applique, plastic welded on plastic, provides embossed effect with 3-dimensional lettering for extra emphasis to your name, trademark or slogan.

NATIONAL BLANK BOOK COMPANY

Dept. 2505, Holyoke, Massachusetts

Please send Planning Manual for aid in designing loose-leaf binders with decorated covers ☐

Have your representative call ☐

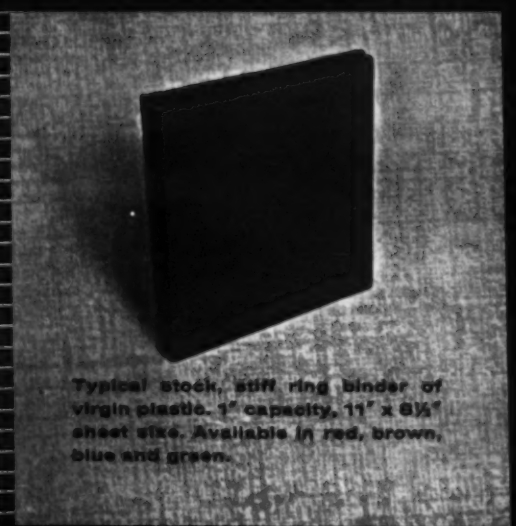
NAME.....

COMPANY.....

STREET.....

CITY.....ZONE.....STATE.....

The name of my office supply dealer is:.....



Typical stock, stiff ring binder of virgin plastic. 1" capacity. 11" x 8½" sheet size. Available in red, brown, blue and green.

specifically. That was cut out for obvious reasons, plus the fact that paper reeked forever after.

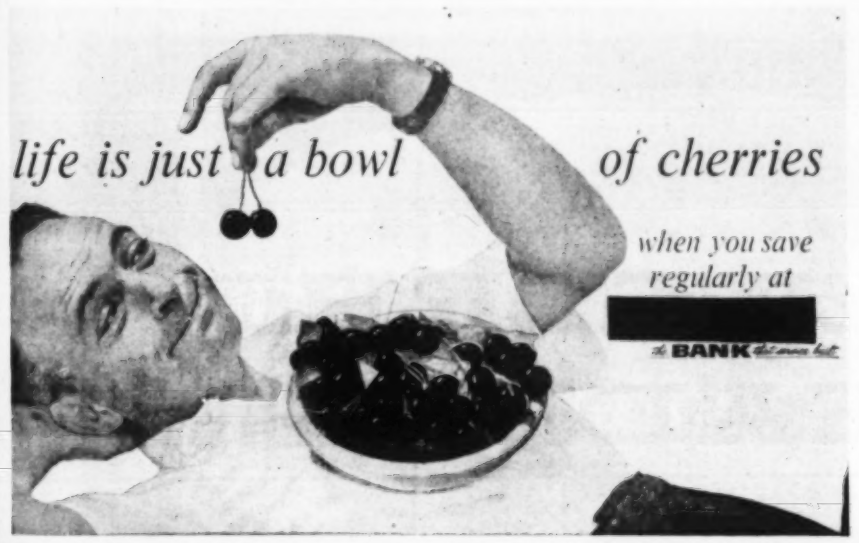
"Big problem is drying the stuff, no matter what we use. Building superintendent has warned us he will not accept responsibility for all the paper lying around the boiler room for days on end, drying. (Fire hazard)."

Chief Antiquer Habernickel ends his report on an alarming note. It appears he is deeply in trouble with the honesty-in-advertising authorities. As he puts it:

"One government agency is on our neck complaining that these are not genuine antique papers and wants each sheet to carry a disclosure: NOT OLD—GENUINE FAKE." #

Learning from the Retail Ads . . .

The 'Universal' Ad



By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

We occasionally run in this hallowed space an ad that could go by the name: "Universal Advertising."

You create one ad and then use it year after year for any account that comes along. Any account that is, that will accept such a vacuous substitute for "professional selling multiplied," which is about the most defensible definition I know of for respectable advertising.

■ It is obvious that this same ad needs only the signature altered to work for FLIBBERTY SAVINGS & LOAN ASSN., or any other SALA or BANK anywhere.

If you want to use it for FLUTTER MOTOR BOATS, change "when you save regularly at" to "to the man who owns a." Then you can use it for PITTER PATTER POWER MOWERS, JAGGEDY RAZORS, or OYSTER'S OIL BURNERS.

I grew up at the wrong time. When I was gaining agency experience, I worked for accounts that were by-damn intent on sales and they expected their advertising to go to bat and enterprisingly engage the prospective customer and win his interest and then sell him. It was hard work but rewarding—for the advertiser too.

■ It seems to me lots of accounts got lots more for their 15% than many get today. Obviously, agencies that are doing a bang-up selling job for their "clients" *won't* get sore at that remark, but the brilliant creative people who don't know how to sell will get as sore as a Communist at a Storm Trooper meeting.

Isn't this sort of thing at all defensible? I think an ad *might* be made of it if really convincing copy were used to support the headline. Now it's a billboard only, which is much easier to do. And I have always believed that advertisements which write the newspaper down to the level of a billboard, shortchange the advertiser. (Might as well make the outdoor boys sore too.) The fact remains, the newspaper is a unique kind of medium and should be used for all its worth, not just as a *token* of "sellerability." #

Employe Communications . . .

New Look for the Employe Report

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Each year, for the past seven years, the authors of this department have sponsored—through their own management newsletter, "The Score"—a contest to determine the best reports for employes published by business and industry during the year. Although the field of reporting to employes will never become as important (perhaps regrettably) as the field of reporting to stockholders, still there is a continuing surge of interest on the part of American management.

Historically it is the large companies that issue reports; only in the past two or three years have smaller concerns taken the time and trouble to tell the employes how the score looks for the year. Last year Shell Oil took first place; the year before a smaller concern—Pitney-Bowes. Aluminum Co. has won twice; General Motors tied for first with Pitney-Bowes another year and in still another year Erie Railroad, Esso Standard Oil and Revere Copper & Brass finished nose to nose.

■ Within the seven-year span, there have been a lot of changes made in annual reporting to employes. For example, the "annual" aspect of reporting is being modified; many companies report on progress more frequently. They use more than one medium—the motion picture and slide film are coming into greater use as a means of reporting, for example.

Seven years ago most reports were carried as sections of the employe magazine or newspaper and appeared principally as watered-down versions of the stockholder report. Today more and more companies issue separate reports; a few are ornate, but the majority tend toward the conservative. Most are now mailed directly to the employes' homes.

Companies in many cases use the stockholder report for distribution to the employes, and hence have no separate report for employes. This method has the virtue of economy, but the craftsmen of report preparation seriously question the extent of employe penetration. Many are now saying, "We issue a separate report for employes, but we make the stockholder report available to employes if they want to see that also."

Are employe reports fairly forthright in discussing the company's business affairs, or are they still reluctant to deal in more than generalities? If an answer is possible, it probably is that they are more forthright; managements appear to view reporting to employes realistically, recognizing that if it's in the stockholder report, it's pretty hard to keep it away from employes. They admit further than the economists in the union hall are quite competent when it comes to analyzing a report, and that if they find something questionable, they lose little time in relaying that doubt to the rank-and-file member.

■ Profit is something the reports continue to shy away from, although more companies are now not only openly discussing it but making no apologies for it. (Why companies ever needed to feel embarrassed about making a profit is something this battery of scriveners could never understand!)

Are there ground rules for the inexperienced? Perhaps these might help:

Keep the text simple, and avoid the accounting language; don't be patronizing in copy; don't be too lavish in your use of design or color—in short, don't give it that "expensive look"; use plenty of supporting graph and chart illustrations, and remember that the old pie chart is still the best of all. And mail it to the employes' homes. #

From an Art Director's Viewpoint . . .

Le Melange Automotif

By Andy Armstrong

Is there a conspiracy afoot to submerge the identity of imported compact cars? Anglia, Renault and Peugeot are appearing in nearly identical formats. Deeply banked copy above, full width of the ad. Outlined picture below. With a little study you can fix on a few visual differences. Anglia carries its name at the start of the text, while Peugeot and Renault carry theirs just above the car. Renault runs in full color, while Anglia and Peugeot stick to black and white.

Andy Armstrong

Their copy approaches work harder than their graphics to give these brands separate identities. Anglia is pooka-ish and precious, calling a trunk a *boot* and ringing in other stage-English vernacular like *wizard*, *cricket* and *chaps*. Peugeot stays closer to new world language, and probably should, since the price is higher than the other two. But when you add up Peugeot's prose, you come out with the same data as Anglia's. Plenty of room. Economy. Torsion bar steering wheel and so on. As for Renault—if anyone has managed to sweat all the way through that French-English mishmash, will he please dash off a translation and drop it in the post?

■ Different in copy or not, the graphics give a net impression of a similarity that seems contrived. In detail, the three photographs lean heavily on kids. Three for Peugeot, four for Renault, and eight for Anglia. Is this a plot too? Is there any duplication? The faces are so small that you can't be sure the same kids aren't turning up in all three campaigns. Beyond the clouding of these brand images with similar kids, how about the association? Babes in Toyland? Little make-believe cars for little make-believe people?

If these are fine automobiles, only Peugeot is saying so in a way you can understand—but when you have been an hour away from these ads, who said it? Corvair?

Peugeot. Peugeot. Is that the one with the lion in the picture, or the one that talks broken French? #

FTC Will Make Intensive Probe of Ratings, Kintner Tells House Unit

WASHINGTON, May 10—The Senate committee on interstate and foreign commerce disclosed last week that it has induced the Federal Trade Commission to go into an intensified investigation of radio-tv rating services.

The scope of the FTC effort was not disclosed. But Chairman Earl Kintner assured the committee at a hearing last week that the work is going ahead rapidly, and that his investigators are continuing to get new information.

Discussion of FTC's probe of rating services was one of a variety of subjects reviewed as the committee had an hour-long hearing on the appointment of Chairman Kintner for a new seven-year term at FTC.

■ The Kintner nomination, which is non-controversial, is one of many which are before the committee. No appointments to regulatory agencies have been considered by the Senate this year, but there has been no policy statement from the Democratic leadership instructing committees to hold up approval of appointments until after the Presidential election.

Committee members were uniformly hospitable, with Sen. Gale McGee (D., Wyo.), declaring, "I have been impressed with the increased tempo of activity at FTC which coincides with your chairmanship."

Chairman Kintner brushed off the implication that his predecessors permitted work to accumulate. "All institutions tend to become encrusted and bureaucratic," Chairman Kintner explained, "and there is a need to take inventory occasionally. For example, that same need exists in the field of advertising now, and I have been trying to urge them to look at themselves and make the changes that are needed."

■ As for his own work at FTC, Chairman Kintner said his 11 years on the staff were a great advantage in formulating a program. "I knew where the bodies were buried, and I had definite ideas of the role the FTC should play in our economy."

In response to questioning by Sen. John Pastore (D., R.I.), he said that if FTC operates vigorously, and advertising people measure up to their responsibilities, there is no need for more legislation tightening the commission's authority over advertising.

On two occasions he told the committee he would like advertisers to be more cooperative in discontinuing campaigns that the commission has questioned.

■ "They may have a right to use the material until the cases are decided, and the media may have the right to carry the ads, but they ought to consider whether it is good for advertising to insist on exercising this right.

"People read about complaints, and they wonder why the ads are still running."

Chairman Kintner said, "I have taken the position that the prudent thing to do is for the advertiser to use a different campaign while the issue is being decided. Surely there is enough ingenuity in the advertising business to devise something which will sell the merchandise without raising questions of legality.

"If we ultimately dismiss the complaint, the advertiser can then consider whether he wants to return to the other campaign."

■ With respect to media responsibility, Chairman Kintner told Sen. A. S. (Mike) Monroney (D., Okla.) that broadcasters and other media have a responsibility that goes beyond what FTC can require, and that broadcasters in particular are displaying serious intentions of doing a better job.

But, he reminded the committee, "the man with the checkbook, the advertiser, has the greatest responsibility. The agency, the copywriter who prepares the ad, has the second responsibility. Then comes the advertising medium. We have never cited one, and we hope we never have to."

■ The discussion of rating services was introduced by Sen. Warren Magnuson (D., Wash.), the committee chairman.

His committee started a ratings investigation two years ago and held brief hearings. More recently, however, the House committee on legislative oversight entered the picture by retaining the American Statistical Assn. to make an objective investigation of rating service methods and operations.

Under questioning by Sen. Magnuson, Chairman Kintner reported that the ratings investigation is moving ahead rapidly. He said FTC "is still getting leads" but that it expects to conclude the probe "in a reasonable time."

■ The FTC chairman noted his staff has received material collected in the files on the committee on interstate and foreign commerce, and that Nicholas Zapple, the counsel for the subcommittee on communications, "has been very cooperative." #

don't count noses...count sales

2nd in Massachusetts

● Consumer Spendable Income

● Retail Sales

SRDS 1/15/60

Springfield (Mass.) Newspapers

PREFERRED READING

says **LEE R. CANFIELD**
Vice-President
The Griswold-Eshleman Co.

"Every issue of Industrial Marketing gets my cover-to-cover attention within hours after I receive it. I consider IM essential reading for keeping posted on important developments in my profession."

Mr. Canfield has racked up more than thirty years of industrial advertising experience since graduating from the University of Texas (B.S. in electrical engineering). His first positions were with advertisers—Westinghouse Electric and Copperweld Steel—but, twenty-four years ago, he switched to the agency field, joining The Griswold-Eshleman Co. as an account executive. He remained with that Cleveland concern and for the past six years also has served as a vice-president and group head. A leading agency in the placement of businesspaper advertising, Griswold–Eshleman invested more than $4,000,000 in the business press in 1959. Its clients include such industrial advertisers as B. F. Goodrich, Anaconda Aluminum, Lamson & Sessions, Warner & Swasey, Cooper-Bessemer, Tube Turns and Lincoln Electric.

says **E. V. FERRY**
Advertising Manager
E. W. Bliss Company

"Industrial Marketing is one publication that is thoroughly reviewed by myself and others in the department. The articles in IM are evidence that the editors are well aware of the problems confronting industrial marketing teams, and as such are geared to help solve these problems. Many IM articles are filed for future reference."

Mr. Ferry joined the advertising department of the E. W. Bliss Company right out of Kent State University. Less than a year later (March, 1956), he was promoted to advertising manager for the heavy machinery firm headquartered at Canton, Ohio. Established in 1857, the Bliss company produces mechanical and hydraulic presses as well as other products such as rolling mills and mill equipment, die makers' supplies and container making machinery. Mr. Ferry reports that the major portion of the Bliss advertising budget is devoted to business publications, with about $200,000 being spent for that purpose last year.

Some Marketers Push Volume, Forget Importance of Profit, Balch Charges

U. of Colorado Session Hears Housewife Panel Hit Aiming Ads at Kids

BOULDER, May 10—A charge that many marketing people are more concerned with volume than with profit was made here by William Balch, president of Realist Inc., Milwaukee camera manufacturer.

"There is a lack of orientation toward profit. Many merchandising plans are but a sneaky way to cut the price," Mr. Balch said, speaking at the University of Colorado.

"Unless cut price can also guarantee and deliver service," he said, "you may continue to have a marketing problem and a profit problem as well," adding that every revolution in retailing in history began on price but remained on service.

■ During a panel discussion "What's Wrong with Advertising?" it was suggested that one of the faults is that management does not include advertising men in planning sessions.

A housewives' panel, "What Housewives Dislike About Retailing, Products, Advertising & Packaging," produced much comment on advertising's "unbelievability." The housewives particularly noted their dislike of (1) telephone campaigns, (2) contrived spellings, (3) appeals to children and (4) increased sound volume during tv commercials.

Among other dislikes:

- Packages which are difficult to open.
- Spray cans which stop working before the entire contents have been used.
- Narrow-neck catsup bottles.
- The standard size of frozen food packages which contain supplies for three persons, when the family may consist of two or four. #

Petry Names Sawyer, Levy

Edward Petry & Co., New York, has appointed Thomas E. J. Sawyer to its marketing department and Richard P. Levy a tv account executive. Mr. Sawyer formerly was with Dancer-Fitzgerald-Sample. Mr. Levy previously was with WCAU-TV, Philadelphia.

Variety Stores Show Ad Gains

Major variety and general merchandise chain stores placed 289,701,721 lines of ads in 418 newspapers in 138 large cities in 1959, a new record, according to *Variety Store Merchandiser*. The gain was 10.9% over the 1958 total of 261,086,425 lines.

Beverly Baker Joins Spitz

Beverly Baker has been named radio-tv director of William Spitz Advertising Agency, Syracuse. She formerly was assistant to the director of public relations and advertising of the Duncan Hines Organization.

Theo. Hamm Names Johnson

Theo. Hamm Brewing Co. has appointed Leonard Johnson assistant director of advertising. Mr. Johnson was formerly advertising product manager of Betty Crocker products at General Mills.

Mahon Joins Batz-Hodgson

Robert L. Mahon has joined Batz-Hodgson-Neuwoehner, St. Louis, where he will do copy-contact work. Mr. Mahon was formerly vp in charge of copy and pr at Frank Block Associates.

....with men who make industrial advertising

says **O. R. PAYTON**
Manager, Sales Promotion and Advertising
Mueller Brass Co.

"Industrial Marketing is a valuable source of inspirational ideas, factual information and helpful aids in preparing our industrial advertising and sales promotion programs. Many of its articles, editorials, charts and graphs have been used in backing up our campaign proposals to management. IM is a must on our departmental reading list."

To quote Mr. Payton, he "came up through the ranks" at Mueller Brass. Starting seventeen years ago as a production worker in the company's brass machining department, he advanced first to the planning department, then to product engineering and design, and finally to advertising, where he has worked for the past twelve years. Since 1957, Mr. Payton has directed advertising, sales promotion and marketing activities for the Port Huron, Mich., firm and its subsidiaries, among whose products are copper tube and fittings, brass and bronze rod, forgings, aluminum windows and powdered metal parts. He is responsible for an advertising program which allocates more than $300,000 for space in business publications annually.

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

13,492 Products are competing for space in today's modern food stores . . . . . .

Get your share of space in today's modern markets from the nation's leading retailers who control display space in 112,000 food stores, handling $24 billion in annual sales — approximately 44% of the total food business. Their buyer's guide is

NARGUS BULLETIN

the No. 1 monthly magazine in the food distribution field.

PUBLISHED SINCE 1914 BY
National Association of Retail Grocers of the United States
(NARGUS)

Your advertising in

NARGUS BULLETIN

reaches 80% of all independent super markets, 50% of all superettes, all voluntary and cooperative group headquarters and all members of National-American Wholesale Grocers' Association and National Food Brokers Association.

NARGUS BULLETIN
360 N. Michigan Ave.
Chicago 1, Illinois

Drive Boosting Men's Shoes as Gifts Builds Sales

Mom Likes to Give Pop New Pair if She Thinks They're Stylish, LIA Finds

NEW YORK, May 10—An idea which has converted the prosaic man's shoe into a personal gift item will mark its second anniversary in a color page ad in the June *Holiday*. The ad is the fourth in the series urging women to give men's shoes as a special, "wanted" gift.

Conceived by Mel Salzman, director of Leather Industries of America, the shoe gift promotion aims at increasing the sale of leather through selling more men's shoes. And the sales figures indicate the idea is working: Last year men's shoe sales rose 10% over 1958, reversing a 20-year downward trend in the per capita sale of men's shoes.

SHOES FOR FATHER—*Leather Industries of America will run this color page in the June Holiday to promote leather shoes as the "perfect gift" for Father's Day.*

The ads run only in connection with Father's Day and Christmas, but by now 85% of the men's shoe industry is participating. In addition, 15,000 shoe retailers in the U. S. and Canada are planning Father's Day gift promotions this year, using LIA-produced merchandising material.

Mail surveys of retailers are conducted after each promotion, and the most recent survey, conducted after Christmas, reported that shoe gift sales were up anywhere from 4% to 42%—an average of 22%.

Each ad pictures a happy wife and children presenting their gift of shoes to an equally happy father. The media list has included *Vogue*, *Redbook*, *McCall's* and *Maclean's*. Last Christmas, the LIA began listing brand names in the ads; the forthcoming *Holiday* ad will carry the names of 38 brands.

There is a *quid pro quo* in this arrangement. Each brand listed in the ad places LIA merchandising material in its key retail outlets, frequently spending thousands of dollars for this material—in addition to using those kits supplied free by LIA. Participating manufacturers also include LIA themes in their national advertising and in their semi-annual mat books. Newspaper advertising linage devoted to last Christmas' shoe gift promotion exceeded 625,000.

■ Throughout the two-year campaign, the emphasis has been on selling extra pairage, rather than replacement pairage. The shoes singled out for promotion are always new styles and silhouettes. Otherwise the shoes sold as gifts would merely be borrowings on the business of the next few months.

One reason credited for the success of the gift idea is the new style developments in men's shoes. "Until recently a woman would not think of giving a man a pair of shoes, because her image of a man's shoe was a comfortable, durable but dull object," Mr. Salzman believes.

Literature to retailers emphasizes that only specific, new styles of men's shoes should be highlighted for gift giving, to discourage retailers from plastering every shoe in the window as a gift suggestion.

■ Merchandising aids supplied by LIA include window streamers, window and in-store displays, Day-Glo tentfolds, ad reprints, point of sale material, gift certificates and suggested advertising and publicity for local release. A publicity campaign backs the advertising.

This promotion is part of the shoe industry campaign to sell more shoes, begun ten years ago with the founding of LIA by the American tanning industry. Nearly 85% of the leather produced in this country goes into the making of shoes. The emphasis on men's shoe sales reflects the fact that more leather is used in a pair of men's shoes than in women's or children's; also men's shoes have lagged in sales behind other types of footwear.

The gift campaign has been handled since its inception by W. B. Doner & Co., but will be handled from now on by Daniel & Charles, New York, which was appointed the LIA agency last month (AA, April 25). #

BABY GIFTS—*P. H. Hanes Knitting Co., Winston-Salem, N. C., won the first award of the Folding Paper Box Assn. of America for this design of three new baby gift sets introduced last fall.*

Simmons Succeeds Brown

American Forests, Washington, has appointed Melburn O. Simmons, an independent magazine representative, western advertising manager. Mr. Simmons has offices at 333 N. Michigan Ave., Chicago, and succeeds Harry W. Brown, who has retired.

Globus Adds Two Accounts

L. J. Globus Inc., Los Angeles, has been appointed to handle advertising for Costa Mesa Knitting Mills, Costa Mesa, Cal., new textile knitting and finishing plant; and for Harou Inc., Los Angeles maker of women's dresses.

Lace to Stanley Publishing

Richard W. Lace, former general sales manager of Watervliet Tool Co., Albany, N.Y., has been named regional manager of Stanley Publishing Co. in charge of its Detroit office.

'Herald Trib' Sets Merchandising Plan

NEW YORK, May 10—To attract more linage to its Sunday magazine, the *New York Herald Tribune* is offering advertisers in the soft goods field a free merchandising service that includes a five-stage direct mail program.

According to Max Spivak, director of merchandising, advertisers placing a schedule of three or more insertions in *Today's Living* are eligible for the service. Insertions may be of any size and either in b&w or color, Mr. Spivak said.

The merchandising plan, tailored to the needs of the individual advertiser, works this way:

1. Once an advertiser signs up, the *Herald Tribune* mails copies of the Sunday edition to 2,300 top merchandise men in major specialty and department stores throughout the U. S.

2. A second mailing—plugging the advertised product and setting forth promotion plans—goes to merchandising managers and buyers in the particular product category.

3. Another mailing, in the form of an advance card, notifies prospects of advertiser names and addresses and dates of ads.

4. The week prior to publication, a copy of *Today's Living* is mailed to prospects with a cover note boosting product ads.

5. The final phase, covering the two-week period before and after publication, includes mailing of a "gimmick piece" (bottle of perfume, novelty item, etc.) to incoming buyers.

■ According to Mr. Spivak, the merchandising program is offered at no cost to the advertiser or agency. The *Herald Tribune*, he added, bears the entire cost, including production, handling and postage costs. #

Falb Joins John Withy

Richard A. Falb, formerly advertising manager of Otter Tail Power Co., has joined John Withy & Associates, St. Paul advertising and public relations agency, as associate in charge of communications.

Wilson Joins C. S. Hammond

Mrs. Kate S. Wilson, formerly with Lord & Taylor, Millburn, N. J., has joined C. S. Hammond & Co., New York, publisher of maps, as manager of its mail order division. She succeeds Richard E. Keesee, who has resigned.

A N.Y. OFFICE ONLY $15 A MONTH!
Use our telephone number and address as yours in New York. We forward all mail and messages immediately. Low $15 per month service fee.
24 Hr. Service 7 Days per week. Month to Month—No Contracts.
ANSWERING TELEPHONE SERVICE OF N.Y.
245 East 80th St., N.Y. 21, N.Y.

TO SELL HIM... REACH HIM FIRST

South Bend, Indiana is one of "33 Newspaper Markets with significant sales potential beyond their Metropolitan Area limits." (Sales Management, April 15, 1960).

This "Significant Sales Potential" amounts to $198 million in Retail Sales, and it's located in the 6-county Retail Trading Zone which surrounds South Bend's $278 million Metro Area. Total Retail Market value is $485 million!

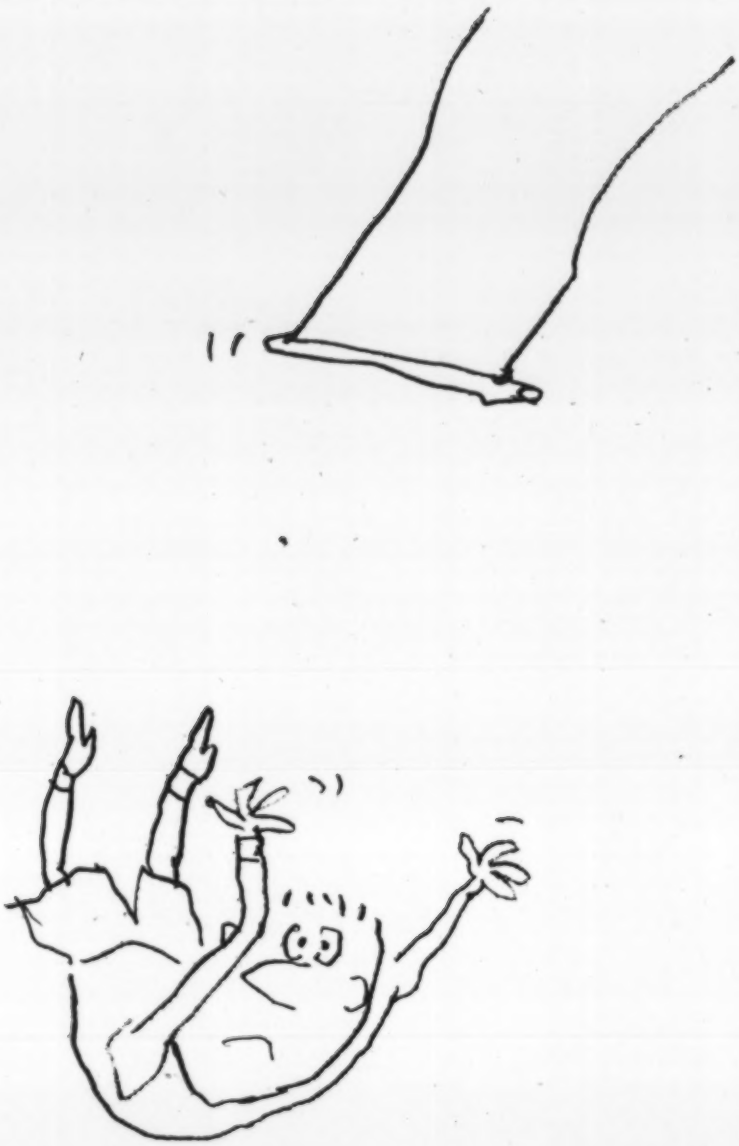
The entire area is covered by The South Bend Tribune . . . 92% saturation of the Metro Area; 69% coverage of the Trading Zone and sales producing circulation in 7 additional counties. To sell South Bend in its entirety, reach it first with a South Bend Tribune schedule.

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representative

This man is "Ready-to-Buy"

Coming soon...a new way to reach your most valuable market... the people who are "Ready-to-Buy!"



Never promise more than you can perform

—PUBLILIUS SYRUS

YOUNG & RUBICAM, Advertising

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Ad Industry Needs Strong Association, Commissioner to Control Ads' Integrity

To the Editor: Except for the man who works at it, hardly anyone seems to respect advertising. The quiz and payola scandals, the tasteless deodorant, sinus and sick headache commercials, the phony claims of superiority, the ridicule of competitors and general ineptitude have made our profession a joke, and a sick joke at that.

What the advertising profession needs is a strong association, much like the American Medical Assn. And a commissioner, much like the one in baseball. The Four A's is not quite the answer, since admission is by size only, with a kiss of ethics. What we need is an organization with integrity as the cost of membership, and a strong commissioner equipped with power and the right to use it.

The man chosen for the commissioner's post must have integrity and courage, be articulate and a leader. Fairfax Cone, for example.

Publishers, broadcast and television stations must be part of such an association. They could enforce compliance by refusing to accept advertising which has been condemned by the commissioner. (Did someone scream "dictatorship?")

The networks, of course, would require some doctrination. They have no sense of discrimination, can't tell junk from the good either in advertising or programming.

Advertising has a choice of either cleaning house now or having the government do it later.

Stephen Tedor,
Glenwood Advertising, Chicago.

• • •

What Are the Criteria for Judging a Journalism School?

To the Editor: Like Robert Newcomb and Marg Sammons (AA, March 28) I was delighted to hear that Samuel I. Newhouse was giving $2,000,000 to Syracuse University for a mass communications center. Let's hope other affluent communicators follow his lead. However, I was surprised to note Newcomb and Sammons' claim that Syracuse, Columbia, Missouri and Northwestern are "widely conceded" to be the "big four" of journalism institutions. No such exclusivity is recognized by the various accrediting or professional groups. Not, for example, by the American Council on Education for Journalism (the principal journalism accrediting organization), the media associations, the advertising organizations or the public relations groups.

Perhaps Newcomb and Sammons were thinking of size—either physical plant or number of students. If so, they have missed the mark, because these are not the four biggest on either count. (And even if they were, who would accept size as the prime criterion for rating when some of our best colleges—e.g., Haverford and Amherst—are among the smallest?)

The fact is that there are many criteria for comparing journalism institutions—number of research projects in process, number of publications, number of graduate students, number of Ph.D.'s on the faculty, annual budget, professor-student ratio, to mention a few. Hardest of all to compare is the quality of instruction offered at the various schools.

The four schools mentioned by Newcomb and Sammons are indeed all excellent schools. But it does both them and the other fine U.S. schools of journalism a disservice when someone dashes off, without explanation or qualification, a list of the "big four."

S. Watson Dunn,
Associate Professor of Journalism & Commerce, University of Wisconsin, Fulbright Lecturer for France, 1959-1960, Lyon, France.

• • •

The Wonders of This Jet Age

To the Editor: Either the copywriter (or Mary Hurn) had one too many of the Canadian Club. From picture 1 to picture 4—from the "rugged Himalayan foothills of Assam" to "nearby Jaipur"—is quite a jump, even for a tiger-terrorizing lady adventurer. My point is that Jaipur is nowhere near Assam—as a quick glance at

a map of India will show. I have lived in India for quite a few years and the last time I was there (1957) Jaipur was more than 1,000 miles away from Assam—and I guess it still is. Unless in this fast-shrinking jet age 1,000 miles can just be called "nearby."

This constricting cosmos, this tiny *terra firma!*

G. J. Advani,
Post-Standard, Syracuse, N.Y.

• • •

ANA Wants to Reprint Table of Networks' Ad Standards

To the Editor: The Assn. of National Advertisers would appreciate permission to reprint the excellent table on network advertising standards which appears in the issue for April 25. Credit would be given.

Alvin A. Dann,
Director, Public Relations, Assn. of National Advertisers, New York.

• • •

Mailing Deficits for 3rd Class Mostly Bookkeeping: Farrand

To the Editor: The "Voice of the Advertiser" in your Feb. 1 issue carried a letter signed by Lew Muenz of Minneapolis comparing the so-called subsidy enjoyed by magazines to the farm subsidy. I am afraid reader Muenz is misinformed. I know very little about the farm subsidy but am quite familiar with the propaganda put out by the Post Office Department.

The so-called "deficits" laid at the door of the magazine industry by various members of Congress and by the Post Office Department are mostly bookkeeping deficits and the Post Office Department knows it. Third class mail also pays nearly all its own way and, when the increases enacted in 1958 are fully effective, neither second nor third class mail need offer an apology.

The real culprits are two: (1) The failure to eliminate "public service" items (probably over $400,000,000) from the so-called deficit and (2) the way the cost ascertainment report, which the Post Office has repeatedly admitted is not a proper basis for rate setting, is quoted by the department and Congress in alleging magazines and third class mail cause huge deficits.

This whole problem of second and third class mail rates is highly complex and would require an entire issue of Advertising Age to cover it adequately but I would be delighted to sit down with reader Muenz on his next visit to Philadelphia and show him the facts of life as they apply to postal rates.

Robert K. Farrand,
Vice-President and Director of Public Relations, Curtis Publishing Co., Philadelphia.

• • •

Finds Some Ads in AA Guilty of Cheapness We Condemn

To the Editor: For all of your criticism of cheapness in some of today's advertising, I think you should be a little more concerned with the ads in your own publication. The *Modern Medicine* advertisements (especially the one on Page 64 of the April 11, 1960, issue) seem to go from smutty to obnoxious.

As a healthy young man, I am probably just as breast conscious as anyone else. But the quivering cartoon female with the side-show breasts isn't exactly a Venus—and the leering, paunchy "Doctor" doesn't glorify his profession anymore than does the Mars-like character trying to sell his "ophthalmoscope." The "Doctor's" beady little eyes are so intent on the young lady's gargantuan mammary glands that the reader, I'm afraid, must come to at least one of four conclusions.

The Doctor:

1. Has just had his eyesight restored.
2. Operates on feet all day long.
3. Is trying to work out a new test for pregnancy by studying the exact degree of elevation of the female breast.
4. Is just a dirty old man.

I'm inclined to agree with the latter. Please don't soil your most excellent paper with the very thing you come out so strongly against.

Gary Madderom,
Copywriter, Evanston, Ill.

• • •

Export Adman Approves Bill's Words on Italy

To the Editor: Among the mess of hoopla on the glorious future, immediately, in international business which has vocal gentlemen jetting themselves to strange and exciting lands, it is refreshing to have Ad Age give feature position to the experienced words of Jim Kennedy's friend, Bill, on Italy (AA, April 4).

The same applies to many other places which today are being voiced about as lands of golden opportunity, by the "buzz boys."

More of Bill's brand of info should not slow the optimism but might help keep the froth from spilling all over Madison Ave. bars, as it has been.

Hope Bill writes his piece on Germany real soon, and Ad Age gives it the same position.

Thomas W. Hughes,
President, National Export Advertising Service, New York.

• • •

This Ad Doesn't Connect With Mr. Gelman Either

To the Editor: That this advertisement strikes me as being in the worst possible taste, while it probably strikes the funeral director advertiser as great and the *New York Times* as acceptable, is quite understandable. Taste is a personal thing.

Aside from the telephone off in a bleak limbo and its symbolically torn wires, the ad's theme is a real "killer." What a way to convey a totally absurd "reason" for someone to choose this particular chapel's services: "Not connected with any other firm."

Not connected, indeed!

Murray Gelman,
New York.

• • •

Two Tests on 'Life' Omitted

To the Editor: In your April 11, 1960, issue you published your an-

'Imitation Is for the Birds,' Says White Rock Dealer

To the Editor: A White Rock dealer who missed his calling as an ad writer passed along this exhibit. The White Rock ad was a 1,000-line insertion in the *New York Daily News* on April 7. The Cott 1,000 liner ran in the same newspaper on April 28. The dealer's brief, eloquent comment: "Cheep! Cheep! Cheep!"

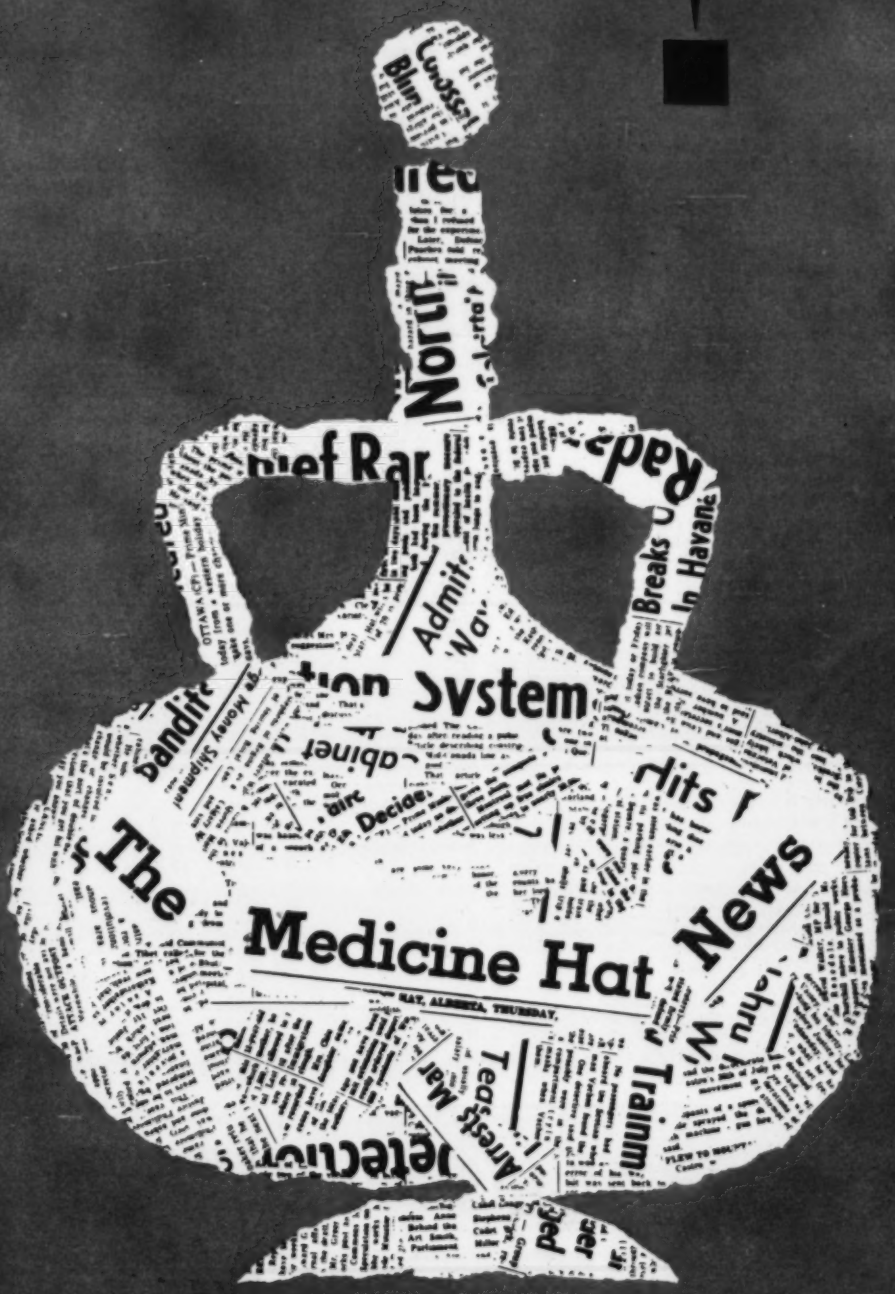
Gene Gramm,
New York.

TIP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

(ADVERTISEMENT . . . . . of course.)

*BOX, CARTON AND CONTAINER SALES WERE $3 BILLION LAST YEAR
For Further Information on This Growing Market, Contact:
Boxboard CONTAINERS
6 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS CEntral 6-3690
369 LEXINGTON AVENUE NEW YORK 17, NEW YORK MUrray Hill 3-8432

83% OF ALL HOUSEHOLDS IN MEDICINE HAT READ THE NEWS EVERY DAY!



This is important when you consider the sales potential waiting for you in this fast-growing western market. • *Look at the facts.* Medicine Hat's population has increased by over 38% since 1951. Retail sales now stand at an all-time high, totalling more than $35,000,000. The city's gross annual value of production increased from $26 million to $35 million in only one year, from 1956 to 1957, and industry is still maintaining this rapid rate of growth. • These facts add up to one important conclusion. Medicine Hat is one of the fastest-growing markets in Canada. It is the fourth city in population in Alberta and third in the province in the value of manufacturing. • The only way to sell this market completely is through the medium the people know best and trust most, The Medicine Hat News. The News is a habit with all of the people in Medicine Hat every day. More than 98% of its city zone circulation is home delivered. Give your sales message maximum thrust in this lucrative market. . . . put it to work for you on the pages of The Medicine Hat News.

YOU GET **ACTION** WHEN YOU ADVERTISE IN
The Medicine Hat News
ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

The other Southam Newspapers are : THE OTTAWA CITIZEN • THE NORTH BAY DAILY NUGGET • THE HAMILTON SPECTATOR • THE WINNIPEG TRIBUNE • THE CALGARY HERALD • THE EDMONTON JOURNAL • THE VANCOUVER PROVINCE (Published for Pacific Press Ltd.)
TORONTO THE SOUTHAM NEWSPAPERS, 88 UNIVERSITY AVE., K. L. BOWER, MANAGER. **MONTREAL** THE SOUTHAM NEWSPAPERS, 1070 BLEURY ST., J. C. McCAGUE, MANAGER. **UNITED STATES** CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA.

nual "Ad Readership Study Schedules." I note that you have omitted two of our scheduled Impact tests on *Life*—the issues of June 6, 1960, and June 20, 1960.

I would appreciate it if you would print a correction in your earliest possible issue.

Richard H. Williams,
Vice-President, Gallup & Robinson, Princeton, N. J.

• • •

Kudner Ad Was Uncritical 'Neigh,' Mr. Burger Says

To the Editor: According to the Kudner award-winner reproduced in your April 25 issue, "Our unique and restless economy . . . is fundamentally devoted to the production and distribution of things people don't need. Among them are . . . education." However excellent the creative writing, this sort of contortion of the denotation and the connotation of words can only dismay that mythical critic of advertising.

In my language, people need, in addition to education, some art, music, literature, philosophy, history (things advertising quite rarely attempts to sell). In today's economy, they probably also need automobiles, mattresses, cosmetics, ranges, refrigerators, and, to a degree, television sets. In my language, these can hardly be called luxuries. And, in spite of that eminent philosopher referred to, all these things "enhance life" for the uncomplicated reason that they permit it. But then, the eminent philosopher confines his analysis to the difference between great art and lesser art, and cannot be blamed for the extension of it to artificial satellites.

Advertising, unfortunately, sometimes sells people things they don't need, such as certain celluloid properties from Hollywood (please don't raise the cry of freedom) and certain side-saddle philosophies from advertising agencies.

I am afraid that the "critical whinny" has been answered by an uncritical neigh.

Robert E. Burger,
Lafayette, Cal.

• • •

AA Promotion Slights 'Advertiser's Weekly'

To the Editor: My attention has been drawn to a sheet issued by your organization to promote an international advertising issue.

Referring to the International Advertising Assn. conference held in Vienna, May 13-15, 1959, it states: *"World's Press News*, leading British weekly, had a reporter present to cover the event. Aside from *WPN*, only one other publication was represented with a reporter—and that was Advertising Age."

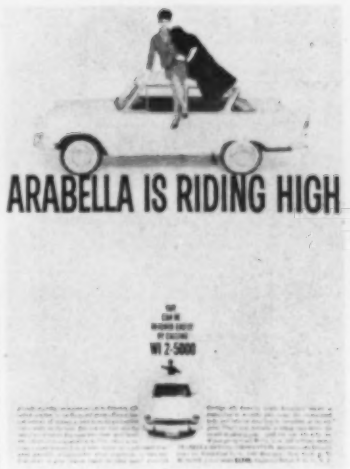
This statement is inaccurate and I protest strongly myself and on behalf of the publishers of *Advertiser's Weekly*.

I reported this conference personally and my dispatches were extensively published in our issue of May 15—three days earlier than you published Milton Moskowitz's preliminary dispatch—and our issue of May 22 . . .

Please also draw your promotion people's attention to the fact that *Advertiser's Weekly* is the leading advertising journal in Europe. Its circulation, certified by the Audit Bureau of Circulation, is easily the biggest—nearly 2,000 a week bigger than that for *WPN*—and paid-up advertising is 'way ahead of anyone else . . .

W. A. Cathles,
Editor, *Advertiser's Weekly*, London.

The omission of Advertiser's Weekly from the list of publications covering IAA's 1959 meeting in Vienna was, of course, inadvertent. AA was the only U.S. advertising business paper to send a reporter.



Valiant

Two Minds, One Thought

To the Editor: Here's one for your "Great Minds with but a Single Thought" Department—

The Valiant newspaper ad with the woman sitting on the roof is a national release which first appeared in the *Miami News* on March 13, 1960.

The Arabella ad, with a nearly identical illustration, appeared in the April 11 issue of *Automotive News*, nearly a month later.

The similarity is probably not plagiaristic, but one of those coincidences that drive admen back for a second Gibson.

Norm Kramer,
Copy Department, Batten, Barton, Durstine & Osborn, Detroit.

Cancer Drive Fares Well

To the Editor: I thank you and all of my associates of the New York Cancer Committee thank you for the very nice story you gave us in the April 18 issue of Advertising Age.

You will be glad to know that the campaign is pulling very well, and we are delighted with it. This extra push from you is bound to make the whole campaign a success.

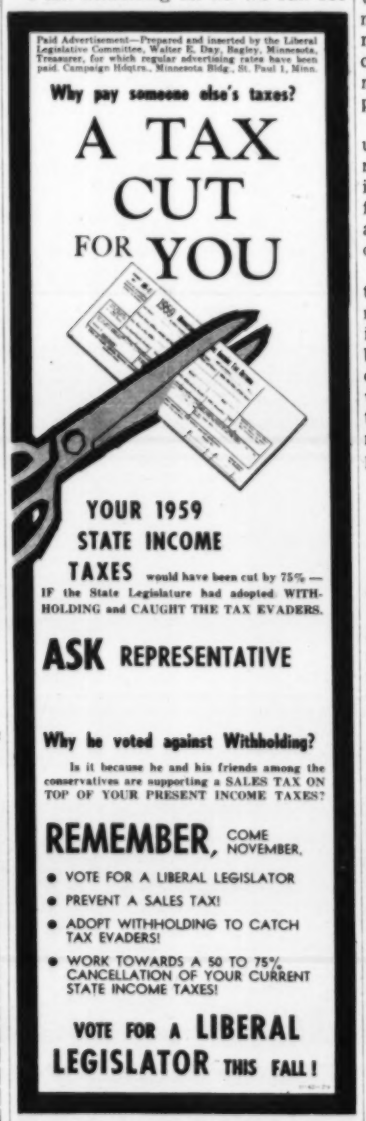
E. A. Cashin,
Executive Vice-President, Batten, Barton, Durstine & Osborn, New York.

• • •

Ad Followed Techniques Suggested by Creative Man

To the Editor: I read with interest the Creative Man's article on statistics and handling a tax cut for the telephone company on April 25.

I am attaching an ad we ran for the Liberal Legislators in Minnesota, which did utilize many of the techniques he mentions.


Paid Advertisement—Prepared and inserted by the Liberal Legislative Committee, Walter E. Day, Bagley, Minnesota, Treasurer, for which regular advertising rates have been paid. Campaign Hdqtrs., Minnesota Bldg., St. Paul 1, Minn.
Why pay someone else's taxes?
A TAX CUT FOR YOU
YOUR 1959 STATE INCOME TAXES would have been cut by 75% — IF the State Legislature had adopted WITHHOLDING and CAUGHT THE TAX EVADERS.
ASK REPRESENTATIVE
Why he voted against Withholding?
Is it because he and his friends among the conservatives are supporting a SALES TAX ON TOP OF YOUR PRESENT INCOME TAXES?
REMEMBER, COME NOVEMBER,
• VOTE FOR A LIBERAL LEGISLATOR
• PREVENT A SALES TAX!
• ADOPT WITHHOLDING TO CATCH TAX EVADERS!
• WORK TOWARDS A 50 TO 75% CANCELLATION OF YOUR CURRENT STATE INCOME TAXES!
VOTE FOR A LIBERAL LEGISLATOR THIS FALL!

John L. Borden,
John L. Borden Advertising Agency, St. Paul, Minn.

P.S. We inserted the name of the representative in each district who had voted against withholding.

• • •

Maybe Doctors' Wives Have More Time to Read

To the Editor: The two-color spread (Pages 34-35) in your April 18 issue announces a unique new bi-monthly magazine, *The Doctor's Wife*. Circulation is "180,000 controlled, reaching all doctors' wives in the U.S. between the ages of 25 and 55."

Latest Standard Rate & Data, Classification 87, lists *Current Medical Digest's* circulation of 132,261 as reaching practicing physicians under 65 . . . *Medical Economics* 144,449 active practicing medical doctors and 9,505 osteopathic doctors . . . *Modern Medicine* 145,719 active practicing physicians.

Are we to assume that more than 30,000 doctors are bigamists or that *The Doctor's Wife* also includes in its circulation the wives of doctors of philosophy, divinity, music, law, etc.?

Harold B. Hanson,
Account Executive, Fred Wittner Co., New York.

• • •

Bedell Confuses Two Plastics: Polyethylene and Polyurethane

To the Editor: Some serious misinformation was contained in Mr. Clyde Bedell's column of April 11, 1960, concerning the retail ad on foam bedding.

Mr. Bedell refers to "an inexpensive synthetic polyethylene 'foam' product on the market used in mattresses and upholstery . . ."

I am sending you a piece of polyethylene which was, in this case, used for pipe. I am also sending you a piece of polyurethane foam which is used for cushioning and mattresses. I am sure you will realize the polyurethane foam is a cushioning material suitable for mattresses and furniture whereas polyethylene is not.

To set the record straight, polyurethane, not polyethylene, is a new foam product used as a cushioning material in mattresses and furniture. It is a quality product and will not shred, crumble, or otherwise deteriorate.

I am sure that if Mr. Bedell had thoroughly investigated the subject matter for his column before writing it, he would have learned the basic difference between polyethylene and polyurethane. He also would have learned that many of the major quality furniture and mattress manufacturers are using polyurethane in their products.

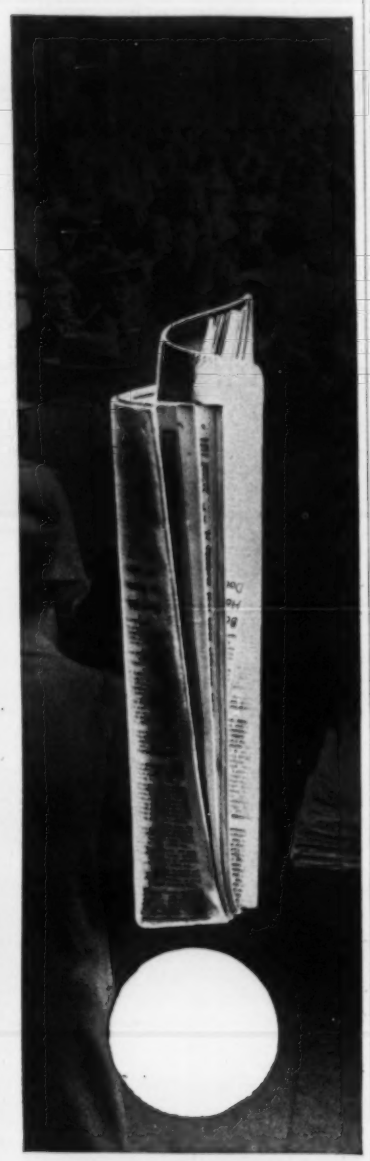
James P. Foley,
Manager, Publicity, National Aniline division, Allied Chemical Corp., New York.

• • •

A Proposal . . .

To the Editor: How about the advertising agencies of the U. S. sponsoring the Presidential nominating conventions and the elections?

Don Von Drasek,
Detroit.



234,333
YOU CAN'T IGNORE
. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.
*Detroit News 5th Quinquennial Survey
KEEP YOUR EYE ON THE TIMES
Detroit Times
Represented nationally by
HEARST ADVERTISING SERVICE INC.

ideas
that sell at the point of sale

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.
☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

Guns & Shooting . . . Exclusively!
Over 100 pages monthly, devoted solely to the interests of more than 360,000 active shooters and hunters.
Sample copy on request.
The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

HOW TO MAKE A BIG BIG-CITY IMPRESSION

Do what so many big, important impression-makers do to cultivate New Yorkers. Parade your product before the audience of TV GUIDE's New York Metropolitan Edition. You'll impress more than 1,400,000 families, one out of four TV homes in the entire area. This is by far the largest circulation of *any* magazine in America's greatest market.

And like Pillsbury, Hoffman Beverages, New York Telephone Co., you can have full color in the New York Metropolitan Edition. Order *any* issue. No regional-buy complications here! Or you can use two colors or black-and-white. All at America's most efficient magazine page cost per thousand.

It's a great way to influence the people!

Best-selling weekly magazine in America... circulation over 7,250,000

TV GUIDE

HOW MAJOR MASS MAGAZINES COVER THE NEW YORK AREA

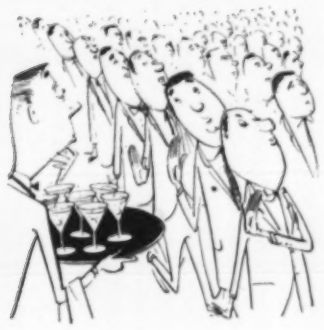
Minimum unit to cover the New York area	*Circulation of minimum unit*	*4-color page cost*
TV GUIDE New York Metropolitan Edition	1,402,450*	$5950.00
Reader's Digest New York Metropolitan Edition	1,000,000	$5480.00
Look Magazine Middle Atlantic Zone 2	1,258,000	$9750.00
Post Select-A-Market New York, New Jersey	664,476	$5538.00

*Publisher's estimate—1st quarter 1960

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

BULLETIN FROM GENEVA: **A World Health Organization** invitation to a special showing of the film *Alcohol and Alcoholism*, concludes with the statement—"Cocktails will follow". Swell. But who'll want one then?



In a somewhat similar vein, what advertiser likes to be reminded of the total cost of promotion on a product that has failed miserably in the national market? No one. And, it's to avoid the possibility of unpleasant memories like this, that so many advertisers of grocery and drug products call for BURGOYNE—in the early stages of sales planning on a new product.

* * *

We've frequently mentioned some of the more outstanding characteristics of BURGOYNE Retail Sales Studies, that have made them so valuable to advertisers. Features like accuracy . . . thoroughness . . . reliability . . . flexibility. But we'd like to point out one other very important feature, which is the real key to the high level of quality of BURGOYNE Retail Sales Studies—the close cooperation received by BURGOYNE from the leading chain and independent store operators who make up the BURGOYNE store panels in more than 50 of America's best test markets. Because of our top-notch store panels, and because of excellent cooperation from store operators, BURGOYNE is able to deliver complete sales facts.

* * *

Why not give us the opportunity to furnish you full information on BURGOYNE Retail Sales Studies? Write or phone, and we'll set up an appointment at your convenience.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Hartenbower, Ford Hit at Excessive Violence on TV at AWRT Convention

Can Medium That Sells Products Fail in Selling Violence? FCC Head Asks

CLEVELAND, May 10—"Substantial improvement in many commercials" has been noted by the Television Code Review Board of the National Assn. of Broadcasters, although some "are downright disgusting."

E. K. Hartenbower, vp and general manager of KCMO-TV and newly-named chairman of the code board, made this statement at the annual convention of the American Women in Radio & Television.

■ Mr. Hartenbower reported that "many advertising agencies are consulting with the code board about the commercials, and in so doing have avoided problems of taste before the commercials were filmed."

"Good taste in commercials, especially those for the so-called 'personal' products and the matter of undue violence in programming" will be two major areas of concern in the days ahead, Mr. Hartenbower commented.

■ "The matter of excessive violence in programming has plagued our industry since its infancy. Our least responsible and least rational critics have always seized on it with glee. I am not suggesting we panic and run off in all directions every time some housewives' group sits down to count the number of pistol shots in a western.

"But I do think that when sober and responsible individuals and organizations—I am thinking of the chairman of the Federal Communications Commission and the National Parent-Teachers' Assn.—raise serious questions on this matter, it is time for us in television to take a long look at the programs we put in the country's living rooms."

■ FCC Chairman Frederick Ford also took up the question of excessive violence on tv in his talk to the group.

He noted that violence draws big crowds for advertisers, but he asked, "Can this industry afford to take a chance?"

He agreed that the industry has a responsibility to be sensitive to public will and desire. But this doesn't mean it must be a follower rather than a leader.

He noted that the advertisers' principal purpose in sponsoring shows involving violence is to draw a crowd to hear a sales message.

■ "But the question is raised in my mind," he said, "are broadcasters and television writers using violence excessively to draw a crowd without giving thought to the effect that violence may have on immature minds? Are there not other ways to draw a crowd?"

He rejected the contention that there is no scientific proof that tv violence contributes to juvenile delinquency. "Millions of dollars are spent by advertisers each year on television to sell merchandise for many more millions of dollars," he argued. "It's hard to believe in the terrific power of this medium to sell merchandise and not believe that it can also sell violence. For surely, if it can sell one, it can sell the other."

■ The FCC chairman said there has not been any attempt to bar advertising from radio and television. He said principal objections involve excesses, dullness, irritation and in some cases deception.

The principal objections have been relative to the character of some advertising and to lack of advertiser responsibility in some instances to see to it that enthusiasm for his products does not carry him to excesses, he concluded.

■ James T. Aubrey Jr., president of CBS Television, said that one of the unfortunate consequences of the barrage of criticism against tv "has been the development of an appalling defensive attitude—almost a sense of inferiority—on the part of broadcasters." Mr. Aubrey, who said he was proud to be a tv broadcaster, then launched into a spirited defense of the medium.

Mr. Aubrey said tv—though it is other things as well—is predominantly a medium of entertainment. He asked: "What is so bad about occasionally escaping if, in the process, we can drain off the tensions of daily life and recharge our batteries for the struggle with tomorrow's realities?"

The CBS executive attributed the strength of television to "its capacity to respond to the needs and desires of the American people." Deprive tv of its capacity to provide the entertainment audiences enjoy, and it begins to lose its vast audiences and its value as an advertising medium is weakened, he said.

■ Mr. Aubrey disputed the notion that a handful of the elite or a government agency "can better judge what the people should see and hear than the people themselves." He said the fundamental issue facing the industry is "whether or not we want censorship" from "individual government officials or from a committee of private citizens."

■ Esther Van Wagoner Tufty, who heads her own Washington news service and also worked for NBC News, assumed office as the 1960 president of AWRT during the closing sessions of the convention.

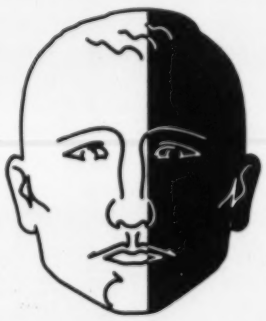
Montez Tjaden, director of promotion, publicity and public relations of KWTV, Oklahoma City, was named president-elect. Her term begins at the association's 1961 convention.

Elizabeth Bain, United Artists Associated, was elected secretary-treasurer. Named area vps were Gloria Chandler, KING Broadcasting Co., Seattle; Ruth Talley, WLAC-TV, Nashville; Gloria Bremkamp, pr counsel, Oklahoma City; Martha Bohlsen, Tidy House Products Co., Omaha, and Margaret Mary Kearney, WCAU, Philadelphia. #

Tufty Badenoch Tjaden

PRESIDENTS—*Esther Van Wagoner Tufty, of NBC News and head of Tufty News Service, Washington, who is new president of the American Women in Radio & Television, chats with Nena Badenoch, Chicago, retiring AWRT president, and Montez Tjaden, KWTV, Oklahoma City, president-elect of AWRT.*

The Memphis Market has two ears



WDIA alone reaches the other one!

When planning your budget for the Memphis market, *remember*-that 40% of the population is Negro—over 1,500,000 people, who earn more than a billion dollars a year! *Remember* that the only medium that effectively sells this big, rich market is Memphis' 50,000 watt Negro-programmed WDIA. Top rated for 10 years, WDIA is more than a radio station, it's an advertising force. No matter what other media you use, 40% of your Memphis area budget must go to WDIA or you miss nearly half of this rich market! Write today for complete details!

ARCHIE S. GRINALDS, JR., Sales Mgr. EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-Pres. Represented by THE BOLLING CO.

WDIA
A SONDERLING STATION
MEMPHIS' ONLY 50,000 WATT STATION

General Outdoor Names Two; Reports 1st Quarter Net Off

General Outdoor Advertising Co., Chicago, has appointed Donovan M. Olson, treasurer, a vp and Donald W. May, formerly assistant secretary, secretary. Mr. Olson formerly served as treasurer and secretary.

Earnings of General Outdoor for the first quarter of 1960 were $413,753, or 34¢ a share, compared to $442,156, or 37¢ a share, for the same period last year.

Genge to Balsam Advertising

Balsam Advertising, Pasadena, Cal., has been appointed to direct all advertising for three divisions of Genge Industries Inc., Glendale, Cal. They are Circuit Controls Co., the Comarco subsidiary, and Genge & Associates.

Bulova Elects Whidden

Bulova Watch Co., New York, has elected R. Harvey Whidden to the new position of exec vp for marketing. Formerly with W. A. Sheaffer Pen Co., Mr. Whidden joined Bulova in 1957 as vp.

Department Stores Name Honig

Western Department Stores, Oakland, Cal., has named Honig-Cooper & Harrington, San Francisco, as its advertising counsel.

Appoints Fred Gardner Co.

Lackawanna Leather Co. has appointed Fred Gardner Co., New York, to handle advertising. The company makes only upholstery leather and is a leading supplier to the furniture, airline and automotive industries. It formerly advertised direct.

Hartford Joins Harrison

Elliott H. Hartford has joined the A. S. Harrison Co., South Norwalk, Conn., manufacturer of Preen waxes, as vp, marketing. Mr. Hartford was formerly a department manager of Pepperell Mfg. Co.

Benedict Joins Boland

Miles K. Benedict has joined Boland Associates, San Francisco, as account manager for William Wallace Co., Belmont. Mr. Benedict formerly was at Batten, Barton, Durstine & Osborn.

QUANTITY
Photos Sell
MODELS

They couldn't mail a Model, so they sent a glossy photo. If *you* can't send your product, send a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.
119 W. Hubbard St. • Chicago 10, Ill.
Telephone SU 7-8288

'Sponsor' Calls AA 'Unfair' in $4,500,000 Suit

(Continued from Page 1)

tioned covered too broad an area is further spelled out in the complaint's assertion that a group of "1,500 to 2,000 so-called 'national spot time buyers' (employed by advertising agencies) ...and several thousand account executives (also employed by advertising agencies) and advertising managers (employed by advertisers)" constitutes "virtually all the persons involved in television and radio time buying decisions," and that therefore, in mailing questionnaires to 17,350 individuals, ADVERTISING AGE "intentionally diluted" the opinion sampling.

2. The complaint alleges that two charts from a *Sponsor* study made in 1953, called "All Media Evaluation Study," are used in the ADVERTISING AGE material and are "wilfully and maliciously distorted."

The complaint alleges that the ADVERTISING AGE brochure and sound-slide presentation were misleading and deceptive and were intended to disparage *Sponsor's* reputation.

■ As a result of these and other alleged acts, the complaint says, "defendant has unfairly and fraudulently diverted to itself and away from plaintiff business, revenues and profits which plaintiff would otherwise have had, and has otherwise damaged the reputation, business and good will of plaintiff. In addition, as a result of defendant's aforesaid acts, plaintiff has been, and continues to be, greatly injured in its business in that it has lost and continues to lose advertising accounts, has had advertising accounts both reduced and cancelled, and has been compelled to expend and will continue to be compelled in the future to expend substantial sums in an effort to recover plaintiff's former reputation and business."

■ The suit asks a permanent injunction against further distribution or use of the material in question, as well as the indicated damages, an accounting of gains and profits, etc., as well as reimbursement for costs of the suit and publication of "an appropriate article" in ADVERTISING AGE and release for general publication.

The defendant has 20 days in which to file an answer to the complaint. #

Foulke, Gould, Brown Board Chairman, to Retire May 31

Robert W. Foulke, board chairman of Gould, Brown & Bickett, Minneapolis, will retire May 31 after rounding out more than a half-century of continuous activity in the agency field. A successor has not yet been named.

Robert W. Foulke

Mr. Foulke entered the agency business in St. Paul, later moved to Minneapolis, and in 1939 established Foulke Agency Inc., the name being changed Jan. 1, 1960, to Gould, Brown & Bickett. He will continue to be active to a limited extent in advisory, planning and creative service in industrial and mail order advertising.

Last Minute News Flashes

Columbia, Epic Records Switch to Wunderman

NEW YORK, May 13—Columbia Records and its subsidiary, Epic Records, have appointed Wunderman, Ricotta & Kline to handle the $1,250,000 account. Benton & Bowles, which has had the CBS division only since last December, resigned it early this week and would not say why. The Wunderman agency, which already has Columbia Record Club, will primarily place the ads, while the creative work will be done at the record company. Another CBS unit, CBS Phonographs, switched from McCann-Erickson to Donahue & Coe in April.

Dad's Root Beer Seeks Agency to Replace Bozell

CHICAGO, May 13—Dad's Root Beer Co. will leave Bozell & Jacobs and has narrowed the selection of a new agency to three or four finalists. Mark Martin, who has handled the account for many years in several shops, including his own, has left B&J to enter the sales field. Dad's reportedly spends about $350,000 annually on advertising.

Europe Travel Group Names Martin, Seeks Agency

NEW YORK, May 13—Donald N. Martin, head of the pr company bearing his name, has been named executive director of the European Travel Commission and will be responsible for carrying out the ETC program in the U. S. Mr. Martin, who was pr director of the National Assn. of Broadcasters from 1956 to 1959, said the 21-nation ETC will name a new agency to handle its $200,000 advertising account by the end of the month. Cohen, Dowd & Aleshire is the present agency.

Stromberg Time Moves to Wade, Woodward

THOMASTON, CONN., May 13—General Time Corp. has appointed Wade, Woodward & Whitman, Westport, to handle advertising for its Stromberg Time Corp. division. The account, which bills about $350,000, was formerly with G. F. Sweet & Co., Hartford.

GM Ponders Motorama; Other Late News

• **General Motors** is seriously considering renewal of its Motorama show this fall with a final decision expected soon. A tv spectacular in October is slated to announce the show, which is expected to make its debut in the Waldorf-Astoria Hotel, New York. Motorama, which was last held in 1958, would be handled by Campbell-Ewald Co., Detroit, which has been the Motorama agency in past years.

• **Wool Bureau of Canada,** Toronto, has named James Lovick & Co. to handle its advertising, estimated to involve $100,000 in annual billings. It will be the first time the bureau has embarked on a national consumer advertising campaign.

• **Martel Electronics,** Los Angeles and Chicago, national distributor of Memo-tape pocket tape recorders and other electronic items, has appointed its first agency, Peitscher, Janda Associates, Chicago.

• **Health-Mor Inc.,** Chicago, manufacturer of Filter Queen vacuum cleaners and floor polishers, has named William R. Williams Inc., Chicago, as its new agency. The account bills about $100,000. Western Advertising, Chicago, is the former agency.

• **Ian H. Macdonald,** general manager of the Canadian Daily Newspaper Publishers Assn., Toronto, will resign in May, 1961, when his current contract expires. The reason is "purely personal," he said. Mr. Macdonald has been with CDNPA for 19 years.

• **Colgate-Palmolive Co.** is going national on two promotions, following successful test operations. An on-pack premium offer of a 7" roll of Reynolds Wrap Jr., free with a 69¢ tube of Colgate Dental Cream, will be plugged on Colgate tv shows, in newspapers in more than 350 cities and with in-store promotions using Ed Sullivan tie-ins. The second promotion, a Parade of Values, offering discount prices ranging from 2¢ to 12¢ on Fab, Palmolive, Vel and Ajax, also is going national with print and tv spots. This was first tested in four southern markets around March. Ted Bates & Co., New York, is the agency.

• **Standard Oil Co. (New Jersey),** which through its principal marketing subsidiary, Humble Oil & Refining Co. (Del.), is seeking a new brand name for use outside its Esso Standard division's marketing territory (18 states), has narrowed its search to "four or five" labels. Robert M. Gray, coordinator of Humble's ad efforts, confirmed that two major possibilities are Esco and Enco. He indicated that the company will conduct tests on the new brand in Ohio.

• **International Paper Co.,** New York, will launch an institutional campaign on the "printed word" in the June *Fortune* and *Reader's Digest*—its first national consumer campaign. The campaign, a series of color spreads, is based on a survey commissioned by the company, showing that successful business men read up to twice as much as the less successful. Each ad is headlined: "Send me a man who reads," and concludes, "Men who read more achieve more." Ogilvy, Benson & Mather is the agency.

• **Riviera,** an American Tobacco king-size mentholated cigaret introduced in five markets last year (AA, Aug. 3), is now being tested in 12 to 14 markets. In some markets Riviera is being tested with an all-green chlorophyll filter, in others with a dual green and white filter. The cigaret has air vents just ahead of the filter. Sullivan, Stauffer, Colwell & Bayles is the agency.

• **Life** will invest about $500,000 in five newspapers over the next 30 days (starting May 16) in a "blitz" promotion to launch a new "long-range" institutional advertising program. The magazine will run a page ad daily—Monday through Friday—in each of the five newspapers scheduled, the *New York Times, New York Herald Tribune, Chicago Tribune, Detroit Free Press* and the national edition of the *Wall Street Journal*. Each ad will feature a large photo; copy will be limited to three lines. Young & Rubicam is the agency.

• A jury today (May 13) returned a verdict of not guilty in the anti-trust trial of the Detroit Chevrolet Dealers' Assn. and 19 member companies. The group had been indicted on charges of distributing uniform price lists and agreeing to hold to at least $225 profit on each vehicle. In a similar suit, Detroit Ford dealers and association were assessed fines *(see earlier story on Page 6)*.

• **Fawcett Publications,** New York, has named William J. Swagerman eastern ad manager of *True*. Mr. Swagerman, formerly on the sales staff, succeeds Clifford Curtis, who has resigned.

SCENE CHANGE—*It looks like the same Cadillac ad, but a western version was tailored to fit newspapers in seven western states, also including phrasing such as "a full day's journey on the plains" and "roughest of mountain byways." Both versions are being staggered during the month of May in 342 newspapers across the country. In the western version, buttes replace city lights, a bridge disappears, and mesquite and flowering cacti grow.*

Suit Gives AA Chance to Prove Study's Merit: Crain

(Continued from Page 1)

by far ever made of reading habits among advertising and agency personnel who influence the purchase of broadcast time—reveal that ADVERTISING AGE is the most impressive medium for reaching such people, in or out of the broadcast business.

"The survey was made, as I have said, with the assistance of some of the leading figures in the broadcast industry, and was conducted and tabulated by Crossley S-D Surveys Inc., one of the most reputable independent research organizations in the country.

"The facts and figures developed by the study are honest in every respect, they are completely pertinent, and they are presented with painstaking fairness and accuracy. We shall be delighted to prove these statements anywhere, in or out of court.

"We intend to defend this suit vigorously, and we have every anticipation of success." #

Judge Tells Babbitt Honegar Relabeled as Food May Be O.K.

SYRACUSE, May 11—A federal judge ruled yesterday that the honey-vinegar preparation called Honegar was misbranded, but said that the distributor, B. T. Babbitt Inc., New York, could relabel and sell it solely as food.

The Food & Drug Administration seized shipments of Honegar in March, charging mislabeling. The charge centered around promotion which tied in Honegar with a current best seller, "Folk Medicine," in which the author, Dr. D. C. Jarvis, describes home remedies, including honey and vinegar (AA, April 4).

Judge Stephen W. Brennan said Babbitt could devise new labeling, present the product to FDA and, if it is approved, sell Honegar as a food. He also said there should be a complete dissociation of the product from Dr. Jarvis' book. #

Gumbinner Adds Pessl Account

Helene Pessl Inc., New York, maker of Little Lady children's toiletries, has appointed Lawrence C. Gumbinner Advertising, New York, to handle its advertising. The company is a recently acquired subsidiary of Bourjois Inc., which is also a Gumbinner account. Rockmore Co. formerly handled the Little Lady line.

Spector Reappears as 'Interim' Agency for Hazel Bishop

(Continued from Page 1)

promotion work. He said there are seven people employed there now.

■ Current Hazel Bishop advertising includes participations on "Masquerade Party," "Jack Paar" and, starting May 28, 20 one-minute spots on "Monitor."

In January, 1957, Mr. Spector told Hazel Bishop stockholders that Raymond Spector Co. would be acquired by Bishop. A month later he changed his mind and said he would liquidate the agency instead, replacing it with a new agency which would be a wholly-owned subsidiary of Hazel Bishop.

When Donahue & Coe was named in January for its brief span as the Bishop agency, Mr. Spector said his agency—on the account since 1950—was going out of existence.

There was no clear indication today as to how long the Spector agency's "interim" would be. #

McCann Reportedly Talks with Lehn & Fink on Radio 'Chisel'

Lehn & Fink, New York, told ADVERTISING AGE last week (May 12) that its radio consultant, Steve Pliss, who is out on the road lining up a spot radio schedule for Stri-Dex, a new skin preparation for teen agers, is getting good clearances in afternoon disc jockey shows all over the country. Reps and stations charge Lehn & Fink with trying to "chisel" on this schedule wherever possible by asking for local rates and other price cuts. The schedule calls for spots in about 100 major markets, with some stations already lined up in more than 50 major markets. Some stations say they got the business at card rates.

McCann-Erickson, which handles this product, reportedly is holding conversations with its client in an effort to arrive at a meeting of the minds concerning the handling of the radio schedule. McCann's only comment on Mr. Pliss' activities was to point out that he is an employe of the advertiser, not the agency. Apparently the agency had little if any advance notice of his activities. Lehn & Fink told AA that basically this schedule is being handled through McCann, but would not clarify the meaning of "basically" in this context.

'Berkeley Gazette' Now Accepts Liquor Advertising

Effective immediately, the *Daily Gazette*, Berkeley, Cal., is accepting alcoholic beverage advertising.

Carr Dickey Kistler Fernald Mrs. Kistler

Campbell Clough Davis Kenyon

MPA CONVENTION—*Relaxing between sessions at the Magazine Publishers Assn. convention at White Sulphur Springs, W. Va., last week were William Carr, National Educational Assn.; John Dickey, president, Dartmouth College; Mr. and Mrs. William Kistler, Assn. of National Advertisers; Dana Fernald, Farm Journal; William Campbell, Hearst Magazines; Reginald Clough, Reader's Digest; B. G. Davis, Davis Publications, and Robert E. Kenyon, MPA president.*

Magazines' Ad Volume Is Up 15% in First '60 Quarter, McCabe Tells MPA

(Continued from Page 1)

Call's, moderated an analytical session discussion of the "Profitable Difference," the MAB study produced with Market Research Corp. of America last year. A summary of the findings was distributed this week to 8,000 agencies and advertisers and magazine salesmen. Its various facets were exposed to comment from E. L. Deckinger, of Grey Advertising; J. B. McMechan, of Ford Motor Co.; William H. Ewen, of Borden Foods Co., and William E. Steers, of Doherty, Clifford, Steers & Shenfield. On the magazine side of the panel were Herbert Breseman, of *Life;* John F. Maloney, of *Reader's Digest;* Andrew J. Cullen, of *Newsweek*, and Curtis C. Rogers, of Market Research.

Among the assessments of the study:

• Mr. Steers thought it showed how heavily concentrated the heavy viewer group in television is, with the warning implication for the advertiser that he may be overspending with a particular group.

• Mr. Deckinger thought that the "internal consistency" of the study was remarkable, and found himself "captivated by the sociological implications." (He said he found the MAB charts "somewhat misleading," and said that if properly extended they would show tv as a fairly level line of participation.)

• Mr. Ewen remarked that the study was "thought-provoking" but said he wondered whether the basic findings (that magazine reading peaks with high income, heavy-user families, where tv watching is less) are meaningful to all advertisers—a milk advertiser, for instance.

• Mr. McMechan commented that the study answered two of Ford's seven questions regarding media—the questions of what the medium's ability is to reach the households interested in Ford products, and whether key individuals in the households get exposure.

As chairman of the ANA magazine committee, Mr. McMechan urged that more research be done in uncovered areas, and that the story of the study be given the widest possible exposure.

■ Thomas C. Dillon, exec vp and treasurer of Batten, Barton, Durstine & Osborn, urged that magazines push ahead in getting specific data on their reader audiences, and that editors be encouraged to write an analysis of advertisements carried by their magazines showing which ads fit the audience of the magazine as they conceive it.

Mr. Dillon told the publishers that, after checking with 75 key people in the agency business, he found that most had a belief in the vitality of magazines and thought it an expanding business; they admired its contribution to the educational process; they thought its editorial product was improved and promised to raise cultural standards; they found magazine selling more constructive, and research less competitive and more believable.

He reported, however, that agency men suspect magazines of thinking the agency business is "numbers happy," and of deciding to play the numbers game, whether the numbers were meaningful or irrelevant.

He pointed out that advertisers' managements no longer buy advertising on "faith and prejudice," but expect substantiation of each part of the plan. This entails figures, and accordingly there is a need for good research. He derisively divided research into "specification numbers" and "hooray for our side numbers."

■ The BBDO treasurer went on to say that advertisers and agencies recognize that magazines deliver selective audiences and that these audiences are worth more money because of their character and selection. Additional information on the audience, its behavior and likes and dislikes, is eagerly sought by agencies, he said.

Equally important, he said, is the ability to deliver a compatible message in selective media. Here he noted that copywriters and art directors are admirers of editorial techniques, and that they are aware that it is easy to mismatch an advertising message to a selective audience. He suggested that editors be asked to go through the ads in their magazines, and write a critique, along lines of "How to talk to people who read our book," and that this memo be "hard-boiled" and go into art and copy treatment.

■ A circulation panel composed of Ernest D. Frawley, of *Harvard Business Review;* John R. Miller, of Hearst Magazines; Hershey James, of Fawcett; Rhett Austell, of *Time*, and J. Paul Young, of Conde Nast, covered current problems in the field—ranging from low readership, to field selling (where it was emphasized that the publishers must support Central Registry), to new outlets for magazine sales, to new evidence compiled from research in a drug chain that magazine sales are among the most profitable for retailers.

■ At the annual banquet, Thomas G. Lanphier Jr., who recently resigned as vp of the Convair division of General Dynamics to be free to criticize the administration's defense policies, asserted that the U. S. is neither physically nor morally prepared to fight an atomic war. He urged a strengthened defense establishment, the creation of a force to fight minor wars, a unified force, a determined civil defense effort and a tougher mental and moral stance.

■ A panel of editors—Roy Calvin, *Business Week;* Kenneth Crawford, *Newsweek*, and John L. Steele, *Time*—shot questions at Sen. Thurston B. Morton, Republican National Committee chairman, and Paul M. Butler, his opposite number for the Democrats. Mr. Butler claimed bias in political reporting by magazines and suggested publishers and editors restrain "the fiction trend in political reporting." This, he asserted, "would bring cheer to all who are concerned with preserving the integrity of the printed word."

Sen. Morton depicted the Republican mission as the preservation of "traditional American thinking" on such subjects as educational financing (to be left to communities and states), care for the aged (to be left to family, communities and states) and non-intervention in farm and business problems.

The Democrats, he said, are controlled by "throwbacks to the 1940s" and are busy erecting a "guillotine for the American economy and individual liberties."

Replying to questions from the Washington editors on (1) central issues of the campaign, (2) what the two parties intend doing about surpluses and tax scales and (3) who might be the candidates, the two chairmen were disarmingly evasive.

■ Edwin A. Riley, director of operations of the Post Office Department, covered familiar ground in a discussion of the postal outlook —(1) changes of antiquated rules and revision of antiquated rates; (2) the problems raised by special ads ("We cannot permit third and fourth class material to go as second class because it is called an advertisement... The Post Office cannot devise new regulations as fast as advertising departments can create new kinds of ads"); (3) the responsibility of publishers for complying with the department's "liberal regulations" and for avoiding payola (he reminded them that editorial or other reading matter for which payment or service is received must bear the slug "advertisement" or the publisher runs the risk of being fined).

■ Mr. Riley mentioned the department's suggested 70% paid rule to qualify for second class, asserting that this would help to protect the rights of publishers who comply with the rules. He noted that this would affect copies which agents don't sell. Privately, in discussions outside the meetings, many publishers expressed concern over this interpretation of the rule; they pointed to the fact that 30% returns—while high—are not uncommon. They also pointed out that the newsstand copies customarily aren't mailed, and they feel that the inclusion of the newsstand copies in computing for their second class privilege is unfair.

Rep. Robert J. Corbett (R., Pa.) followed Mr. Riley and gave a withering analysis of the Post Office Department's inability to assign cost figures to certain classes of public service mail.

■ *American Foundryman*, Des Plaines, Ill., and *Media Agencies Clients*, Los Angeles, were admitted to MPA membership. #

Merriom Pike Joins Ar-Ex

Merriom B. Pike, formerly at Powell, Schoenbrod & Hall Advertising, Chicago, has joined Ar-Ex Products Co., Chicago, as assistant to Julius B. Kahn, president, for advertising and public relations. The company manufactures hypoallergenic cosmetics.

St. George Forms Company

Bela St. George Jr., formerly with Ace Advertisers' Service, New York, has resigned and will form his own direct mail company, at 10 E. 40th St., effective June 1.

Schaefer Riley Hall

Frawley Barnes

Canfield Rhodes Deems

PUBLISHERS CONVENE—*Present at the Magazine Publishers Assn. convention in White Sulphur Springs, W. Va., were Otto G. Schaefer and Payson Hall of Meredith Publishing Co.; Edwin A. Riley, Post Office Department; E. D. Frawley, Harvard Business Review; Mrs. Bernard Barnes, wife of Time Inc.'s secretary; Robert Canfield, Printing Paper Manufacturers Assn.; Kent Rhodes, Reader's Digest, and MPA chairman, and Richard E. Deems, Hearst Magazines.*

The IRE DIRECTORY

60,000 Radio and Electronic Engineer users.

From the desk of— WILLIAM C. COPP

May 10, 1960

Dear Hugh Keays:

Are you using too many people on your IRE DIRECTORY classification work? You are way over last year, and it costs money. What's happened to Radio and Electronic Engineering products anyway?

Will

INTER-OFFICE LETTERS ONLY

DATE May 11, 1960

TO Frank MacAloon

FROM Hugh Keays

SUBJECT 1961 IRE DIRECTORY

Frank, I am finding I have to do practically every listing over for these electronic manufacturers. The Boss is worried. We are just piling on people and work.

When you did it, was the job so rough? I've got to answer for all the money I'm spending even if I think it's giving us the best DIRECTORY IRE ever had for its 60,000 radio-electronic engineer members!

H.K.

INTER-OFFICE MEMORANDUM

TO Hugh Keays **DATE** May 12, 1960

FROM Frank MacAloon **SUBJECT** Changes

Hugh, there is no easy way out when you serve engineers. This is a dynamic industry!

Everything changes every year - firms, what they make - product classifications - product uses, military needs! The whole market and the men in it change.

Now that's where our system makes sense. We don't do it the easy way! We do it all over - fresh - up to the minute. That's why 60,000 engineers depend on what you are doing. Just tell the boss that!

Frank

INTER-OFFICE LETTERS ONLY

DATE May 12, 1960

TO Mr. Copp

FROM Hugh Keays

SUBJECT

The right place to spend money is in classifying and compiling. This gives readers the best service.

Our user is a radio-electronic engineer. To him the IRE DIRECTORY is the authentic guide that classifies an industry and its products. This is his own directory, with indexes the way an engineer thinks, the way he wants it.

Of course that "spells" plenty of work -- punch cards, thousands of questionnaires, intelligent classifying, accuracy. The listings set the stage just right for the advertising that pays for it all. Listings and ads make a perfect information combination. That is just what you want for IRE and every year it pays out better and better for your advertisers.

H.K.

1961 IRE DIRECTORY

Published by THE INSTITUTE OF RADIO ENGINEERS

for its Members and Industry

72 West 45th Street, N. Y. MU 2-6606

Westinghouse, 'Chronicle' Hit NBC Acquisitions

(Continued from Page 3)

telegram to the Justice Department indicating that his anti-trust subcommittee may intervene before final FCC action on the proposed changes occurs.

The NBC moves into Boston and San Francisco are part of a chain reaction which got under way after NBC entered into a consent judgment last September requiring it to dispose of the Philadelphia radio and tv stations which it had obtained from Westinghouse in 1954. Under NBC's plans, revealed early this year, the Philadelphia station is to be turned over to RKO General in exchange for RKO General's station in Boston. NBC also has arranged to sell its Washington radio and tv stations to RKO General for $11,500,000 and to purchase KTVU, San Francisco independent.

Justice Department review was a necessary first step under the 1959 consent judgment. If the department had objected, NBC would still have a right to defend the deal before the district court.

■ Announcement that NBC was planning to acquire a station in Boston rekindled the controversy between NBC and Westinghouse which has been simmering since the 1954 Philadelphia-Cleveland station swap.

After that transaction, Westinghouse told FCC and the Department of Justice it had been coerced. The 1959 consent judgment was the outcome of anti-trust litigation lodged by the government as a result of the Philadelphia-Cleveland swap.

Today Westinghouse told the district court in Philadelphia that consummation of the proposed NBC purchases would result in the accomplishment of the scheme NBC had in mind when it applied pressure to acquire Philadelphia Channel 3 in 1959.

"The purpose of this court's judgment to terminate the alleged unlawful conspiracy of RCA and NBC to acquire television stations in five of the eight largest markets will be wholly thwarted," Westinghouse complained. "Indeed, the effect of the provisions of the judgment requiring NBC to divest itself of its Philadelphia station will have been to assist NBC in effectuating the conspiracy which the government alleged and attacked."

■ Westinghouse said its ability to compete against NBC will be further damaged as a result of the loss of NBC affiliation in Boston if the projected swap with RKO General is allowed.

Similarly the *San Francisco Chronicle* told the court NBC made a take-it-or-leave-it $8,000,000 offer for KRON-TV, San Francisco, and that KRON-TV now faces the loss of its NBC affiliation because the *Chronicle* was unwilling to sell at what it regarded as an inadequate price.

Congressman Celler, whose anti-trust subcommittee brought the NBC-Westinghouse controversy into the open in 1956, told Anti-Trust Chief Robert Bicks that his failure to intervene in the impending NBC deals "makes a nullity out of the decree or demonstrates that the decree is worthless."

Westinghouse contends it was approached by NBC shortly after the entry of the consent judgment last fall and notified that NBC was contemplating the acquisition of stations in Boston, and that it might also be interested in property in Pittsburgh or San Francisco.

■ Westinghouse noted its NBC affiliation in Boston might have been protected if it had been willing to dispose of either its Pittsburgh or San Francisco stations to NBC, but it was not willing to sell these properties. Its offer to restore the pre-1954 status quo by reswapping the Philadelphia and Cleveland stations was rejected by NBC.

A Justice Department source reported this week that the department decided there was no basis in the consent decree for the government to seek court intervention in the impending NBC station moves. Under the decree the Justice Department has an opportunity to review NBC moves in the top eight markets to determine whether illegal coercion was used. Officials said a careful investigation of NBC's arrangements did not turn up evidence which justified such a move by the government.

■ At a conference here last Friday, however, the department advised the district court that Westinghouse and the *San Francisco Chronicle* had expressed a desire to be heard. Arrangements were completed to provide an opportunity for these complaints to get before the court.

NBC is expected to move next week to bring the transaction to the FCC for approval. When the applications are received, FCC also is expected to get an application from Philco for Channel 3. Philco's application could result in a competitive hearing on the channel.

■ NBC's reaction to the petitions of the *Chronicle* and Westinghouse came in a statement which argued that the consent decree specified that any action under it could be taken only by the parties to the original proceeding and no one else. The network noted that the Department of Justice did not exercise its right to file an objection to the transactions by the set deadline of May 9.

The NBC statement added:

"NBC believes that under the terms of the decree, Westinghouse and the *Chronicle* have no standing to intervene in the matter before the district court and that their petitions raise no questions of substance. They are apparently based on the circumstance that if NBC acquires stations in Boston and San Francisco, Westinghouse and the *Chronicle* will have to seek affiliations with another network. Although NBC is flattered that Westinghouse regards as injurious the prospect of switching its affiliation from NBC to another network, the law provides that networks and stations must be free to change affiliations every two years. This privilege has been exercised by stations as well as networks, as was the case with Westinghouse itself when it switched its network affiliation in Pittsburgh.

"In filing their petition, Westinghouse and the *Chronicle* are seeking to place their private interests above the public interest, which the consent decree was designed to serve," NBC concluded.

STARCH WINNERS—*Coca-Cola took top rank in the Starch National Outdoor Ratings for the four weeks ending April 6 with a copy performance index of 57. Pepsi-Cola was second with an index of 55 and Standard of Indiana was third with 53. The remaining top rankers were Budweiser beer and Zee napkins (both 48); Sunbeam bread and Zee toilet tissues (both 47); Richfield of California boron gas (42); Zee towels (41); Shell gas and Jack Frost sugar (both 38).*

WESTINGHOUSE BUYS '61 TIME SLOT ON NBC

NEW YORK, May 12—At the same time the broadcasting subsidiary of Westinghouse was resuming its prolonged tug-of-war with NBC over station ownership and affiliation, Westinghouse Broadcasting's parent company, Westinghouse Electric Corp., was switching its network tv business to NBC.

After 11 unbroken years of spending all its network tv dollars on CBS, Westinghouse will switch to NBC next year with a weekly half-hour series. Placed through McCann-Erickson, the new show—it is still to be selected—will be aired at 8:30 p.m., EST, starting Jan. 6.

■ The electric company has budgeted approximately $9,500,000 for network tv during 1960. This covers the expenditures for the alternate-week "Desilu Playhouse" dramas and the hefty outlay for the convention and the election coverage.

The Westinghouse midseason buy on NBC proved that a good, steady network tv customer can—even in these days of network program control—place an order for a weekly time spot, with the program to be selected later. J. G. Baird, sales promotion manager of consumer products, told ADVERTISING AGE that NBC was selected for the Westinghouse program because it offered the best January, 1961, half-hour. He said the type of program had not been decided on yet.

Both ABC and CBS these days generally put programs into specific time periods, rather than sell a specific period to an advertiser, who then selects a program of his choice. But in this case both ABC and CBS, as well as NBC, bid for the Westinghouse business, Mr. Baird said. #

MICHAEL P. MEEHAN *has been named general advertising manager of the Globe-Democrat, St. Louis. Mr. Meehan, a member of the advertising staff for the past 20 years, succeeds C. C. Callihan, who has retired.*

Adman in the News . . . William D. Littleford

"My theme for next year will be 'More effective research through better research practices'," William D. Littleford, president of Billboard Publishing Co. and new chairman of Associated Business Publications, told the ABP convention this week. "I would like my term to be identified with better research."

W. D. Littleford

Tall, soft-voiced Bill Littleford wants to put an imprimatur of reliability on ABP research; he wants the association to create a climate which "will nourish the growth of sound, practical methods and publicize equally sound reporting practices. In this way the buyer can gradually be made aware that the ABP business paper is most likely to produce the kind of research that should be taken seriously."

■ Bill Littleford came into the office at a time of optimism in the business paper field, and he mirrors it, commenting, "Any business paper doing its job can certainly grow faster than the industry." He looks forward to not necessarily an increase in the number of business papers but to a sharper definition of business papers, an increase in *audited* business papers, and perhaps fewer total business papers.

He is a strong advocate of ABP services, arguing that they show how a group of small business men can band together and reap most of the benefits of big business resource and "know how." He says that in his own case, growing up in a family business, ABP supplied much of the outside experience he needed.

His company experience began at 20, in 1934, when after the University of Cincinnati he started as a printer's devil with *Billboard*. He went through production, classified advertising, circulation fulfilment, a brief turn in editorial, and then into advertising sales. He came to New York in 1937 as eastern advertising manager, became eastern general manager in 1940, vp and general manager in 1945, and president in 1958. Most of his time has been spent in New York; *Billboard's* advertising and editorial offices were shifted from Cincinnati to New York in 1945.

He now heads a company with 220 employes, and six publications: *Billboard, Vend, Funspot, Billboard International, Hi-Fidelity* and a new one, *Overseas Billboard*, plus an annual, *Arena, Auditorium & Stadium Guide*. About 170 employes are non-plant—60 are in New York, 25 in Great Barrington, Vt. (where *High-Fidelity* is located, 40 in Chicago (where *Funspot* and *Vend* have their editorial and sales offices, under vp Maynard Reuter), seven in Los Angeles, two in Washington, two in St. Louis (where *Billboard* actually goes to press, although it is teletypeset from New York in Cincinnati; mats are flown to St. Louis), and the remainder in Cincinnati.

■ Under Bill's guidance Billboard Publishing has been willing both to buy and start publications, and it has a respectable batting average. The way he sees it, of the three the company started, one was a flop; of the two it bought, one was a flop. He says candidly that in his view, "You can't be too afraid to fail."

Along with its publishing business the company runs a highly successful market research operation for the record industry, for which individual record companies pay up to $30,000 for such information as share of market by kind of music (pop, classical); by type of disc (single, LP, stereo) and, every six months, a report on share of market in 55 markets. Research methods for the operation, now in its third year, were set up by New York University; J. Steven Stock consulted on the sample.

■ Bill lives in Roslyn Estates, out on Long Island, with his wife and four adopted children. His hobbies are golf and gardening, and his sorrow is that, deeply imbedded in the music business, "I can't carry a tune in a bucket." #

Boyles Joins Crown Aluminum

E. Harold Boyles has joined Crown Aluminum Industries Corp., Pittsburgh, in the newly created post of director of advertising and public relations. Mr. Boyles was formerly a vp and head of the creative department of H. M. Klingensmith Co., Canton, O. At Klingensmith, Mr. Boyles was an account executive on the Crown account.

Lambda Names Michel-Cather

Lambda Electronics Corp., College Point, N.Y., has appointed Michel-Cather Inc., New York, to handle its advertising.

MORE CUSTOMERS

that's what you get when you advertise in NATION'S BUSINESS

Sell the corporate giants . . . plus half-a-million other up-and-coming business firms

When you advertise in NATION'S BUSINESS, you buy values no other publication — general consumer, newsweekly, business monthly, weekly or daily — can offer. First, you get 750,000 ABC circulation — the biggest business and industry package on the market. And, even more important, it's just as big in quality as it is in quantity. Nine out of 10 of its readers are men with a decisive voice in their companies' plans, policies, and purchases.

Here's what you find when you analyze the circulation: coverage of the nation's 500 top industrial firms — with some 23,000 owner-executive subscribers; breadth of coverage throughout business in manufacturing, distribution, finance and business services — with subscribers in some 500,000 medium-sized companies across the land . . . companies which, in themselves, represent a tremendous market for any advertiser who sells goods or services to business.

CONCENTRATES ON BUSINESS

You'll find NATION'S BUSINESS, editorially, an ideal magazine for telling your business story. It's about business, from front cover to back, and business only. Month after month, it gives a useful look ahead at important national issues and tells what businessmen should do about them in their own communities. It pinpoints developments in Washington—in terms of how they will affect business. And it spotlights business problems, throws light on management solutions. Its readers are in a business frame of mind when they turn to its pages—your advertising reaches them at a time when they're open to whatever new ideas or suggestions you may have to offer.

Presidents, Owners, Partners . . .

If you asked your sales department to compile a list of business executives of the size of NATION'S BUSINESS circulation, they couldn't come up with a more important group of executives than you buy in NATION'S BUSINESS. Look at these facts: among NATION'S BUSINESS 750,000 subscribers are 77,250 presidents, 445,400 owners and partners, 2,500 board chairmen, 38,000 general managers, and 53,400 other corporate officers. These are men who shape their companies' policies . . . develop their new products . . .

District Sales Manager finds NATION'S BUSINESS helps solve sales problems:

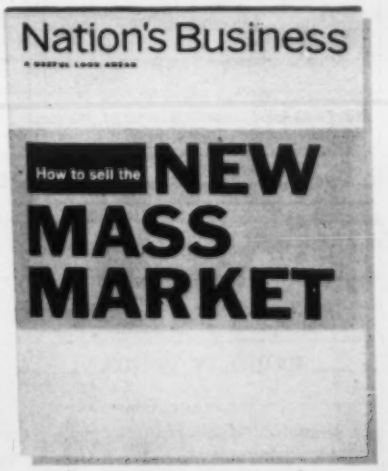
"Ours is a big-ticket line, and it involves selling an idea or a benefit as much as selling equipment. We have a couple of pretty big industrial customers in this territory, but the solid core of our business is the hundreds of comparatively smaller manufacturers in our sales area. Biggest problem we have is getting to call on them at least a couple of times a year, and then getting in to see them when we get there. We find that we have to call on the men at the top all along the line. These are the only men in a position to buy. And we find that our advertising in NATION'S BUSINESS makes it a lot easier for us to get in to see them. They know our name and our products. So, often when we call, we get right through and are given a good hearing. Our company's advertising is a big help in getting those doors open to us."

forge their sales strategies . . . okay their purchases of equipment and supplies . . . the men you'd seek out to talk to yourself if it were physically possible to get out around the country and call on all their companies in person.

Dollar for dollar best buy

Prospect for prospect, and dollar for dollar, you'll find NATION'S BUSINESS an ideal basic medium for getting your sales story to "hard-to-see" executives . . . for creating company and product acceptance in advance of salesmen's calls . . . for unearthing prospects you haven't had on your lists before—even including some you may not have suspected existed. So, if you've been paying mass-magazine rates to reach businessmen, look into NATION'S BUSINESS. You'll find it your best business advertising buy!

YOU USE NATION'S BUSINESS TO SELL MORE OF THE NATION'S BUSINESSMEN



NATION'S BUSINESS

Advertising Headquarters, 711 Third Avenue, New York 17, N. Y.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

SALES PROMOTION WRITER

Large, established concern in one of Florida's major cities will pay $6000 up plus liberal benefits to qualified sales promotion writer. Age under 35, college degree and 3 years experience in advertising or sales promotion writing are minimum requirements. Send complete resume and snapshot. Write:

Box 3642, ADVERTISING AGE
630 Third Ave., New York 17, New York

LAYOUT ARTIST

Permanent position for top creative layout artist. Must be able to produce and follow through on projects to achieve top quality. Pleasant working conditions in a growing midwest studio. Company benefits with starting salary commensurate with ability. Send resume.

Box 3682, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago ..... SU 7-2255

"Assistant Advertising Manager"

Versatile young man (25-30) wanted for Number 2 position with leading, old-line Philadelphia manufacturer. Combination writing-layout ability required. Knowledge of production processing helpful plus some experience with trade shows, direct mail, product literature and publicity.

Send resume and salary requirements to
Box 3703, ADVERTISING AGE
630 Third Ave., New York 17, New York

AUDIO-VISUAL SALES MANAGER

Experienced in selling & servicing sales promotion-training programs. Excellent opportunity for qualified man to build new department. Renumeration open. Confidential. Send resume to:

William N. Kirshner, President
W. N. Kirshner & Associates, Inc.
Suite 4032
Board of Trade Building, Chicago 4

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists .....media .....production .....sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING GAL FRIDAY

Will handle mail, expedite dealer orders and mailings, direct mail lists, adv. production. Should be good at English and spelling. Good salary. Non-loop Chicago location. Phone:

W. Johnson, AV 3-2000

COPY-CONTACT

Excellent opportunity with growing Chicago agency for young writer who can assist on contact. Agency experience desirable. Write

Box 3706, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

AD AGENCY
LAYOUT—VISUALIZER

Creative flair plus sales sense plus high-volume capacity for diversified accounts in med. size midtown agency. Consumer and industrial exp. req. Detailed resume to:

Box 3705, ADVERTISING AGE
630 Third Ave., New York 17, New York

KNOW BEER ADVERTISING? KNOW FOOD MERCHANDISING? WANT TO RELOCATE AND INCREASE INCOME? We want an account executive for a large regional brewery in the great Southwest. He is now probably an account executive servicing a beer account in the West or Mid-west. He may or may not be a sales promotion manager. He may be an assistant account executive at a food or soft drink company. He may want to step up his income to $20,000 plus opportunities. He may want to answer this advertisement and relocate with us. Send resume to

Box 3704, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NATIONAL TRADE MAGAZINE wants man experienced in sales or sales management to help supervise subscription sales force. Must be willing to travel. Salary dependent on exp. & ability. Write

Box 3707, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LIKEN EMPLOYMENT SERVICE
SPECIALIZED PLACEMENTS FOR ADVERTISING PUBLIC RELATIONS MARKETING PERSONNEL
KEENAN BLDG. PITTSBURGH, PA.
EX 1-1866

ARTIST-LAYOUT

Growing 4-A Chicago ind. agency needs another capable creative layout man who can render semi-comps in crisp style. Several yrs. exp. in mag. newspr., collateral. An on-the board job. **WA 2-3383, Mr. Cain, A. D.**

Sales Promotion Writer

Volkswagen of America, Inc. needs a man with several years of writing experience, who can turn out copy quickly and easily. Working knowledge of sales and sales promotion desirable. Familiarity with layout and production helpful. To the right man, we offer excellent starting salary, many fringe benefits and unlimited opportunity for advancement. Please send your resume to:

Volkswagen
of America, Inc.
Sales Department
Englewood Cliffs, New Jersey

(Volkswagen of America is a wholly owned subsidiary of Volkswagen Werk G.m.b.H., Wolfsburg, Germany)

POSITIONS WANTED

HAPPY MONDAY MORNIN' FRIENDS!

I'm a 29 year old natural-born radio/T.V. writer. Overburdened with print ads right now. Getting $9000. Will take less to get back to radio/T.V. Write to **"Oh Charlie" 34 East 58th Street, New York 22, N.Y.**

EUROPE-LATIN AMERICA EXPERT

Account Executive-8 years U.S. experience. Fluent French, Spanish, German. Knows European Common Market, Latin America, North Africa. Seeks opportunity and challenge U. S. or abroad. Mail

Box 3708, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY THAT SELLS, LAYOUTS that communicate. My 10 years catalog and news ad exp. can ease your work load, sell your merchandise. Tel. **SU 4-4648. (Chgo)**

SALES PROMOTION MANAGER

Creative yet sensible—12 yrs. diversified background in Sales, PR and Advertising. Experience and ability in copy, art, planning and production. Married, 31, presently Regional Sales Mgr., major electronics mfgr. Accent on versatility; ideal for small adv. dept.

Box 3709, ADVERTISING AGE
630 Third Ave., New York 17, New York

Lat-Amer Span-Eng Top Flight copywriter and Prod Mgr. 20 yrs exp newspaper, radio, TV, PR. Now emp; seeks position Lat-Am. Pto. Rico pref.

Box 3710, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA DIRECTOR OR ASSISTANT

This man excells at presentations, pitches. Proven ability to sell top management. 10 years creative media. Now employed medium-sized agency. Formerly with nationally known advertiser.

Box 3711, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EVER TRY TO SELL IN FOUR LINES?

Who wants to buy hard-working J-grad, 25, family, Navy PIO, aviation background, some newswriting, now in sales promotion.

Box 3712, ADVERTISING AGE
630 Third Ave., New York 17, New York

SALES PROMOTION—ADVERTISING

7 successful yrs. with top co; 3 yrs s/p mgr. of leading cosmetic co. Ass't ad mgr. of photo chemical co. 1 yr. copy/contact for 4A NY agency. Organize and create all phases of nat. & dealer cmpgns. All media & P.O.P. Age 30; family. Excel ref. Also free-lance.

Box 3713, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV ACCT EXEC, ADV. MGR—Top flight for industrial/scientific/electronics fields. Strong adv, prom, P.R. exp. Excellent contact ability. Tech degree, engr. exp.

Box 3718, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

AGRICULTURAL ADV. SPECIALIST

Agency, Mfgr., distributor experience in farm machinery, equipment and supplies. Also, public relations, dealer relations and gen'l mkting. Coll. degrees in agric., journalism & advertising. Prefer SW or So. MW location. Available June 30 or with 15 days notice. Resume furnished.

Box 3702, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

TV-RADIO CREATIVE DIRECTOR

10 yrs. all phases of the industry plus 5 yrs. collateral as assn. and ad exec. 32, marketing degree, family, $10-12.

Box 3714, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMAN—above-average—for established firm. Heavy space exp. **plus** all-around adv. know-how!

Box 3715, ADVERTISING AGE
630 Third Ave., New York 17, New York

AG.-INDUST. AE WANTS MIDWEST OR WEST COAST AGENCY LOCATION

- Has 12 years MW agency experience
- Makes profitable client contacts
- Writes strong copy—creates ideas
- Researches markets—selects media
- Understands sales & merchandising
- Has new business experience
- Will invest—Needs 5 figure salary.

Box 3716, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP-FLIGHT FREELANCE WRITER

Professional Copywriter offers his talents for any writing job; print ads, radio-TV, booklets, brochures, letters, slide films, editing, you-name it.

Box 3717, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

IT'S CHRISTMAS CATALOG TIME!

We'll handle your catalog or mailing piece from start to finish . . . take the headaches off your desk, produce a business-getter you'll be proud to call your own. Years of experience. Samples, references.

Miller Adv. Serv., 1405—16th St., Racine
Tel. Racine ME 7-5010 Chicago SU 4-4648

SEASONED PR EXECUTIVE OFFERS PROFITABLE RESULTS

Box 3719, ADVERTISING AGE
200 E. Illinois St., Chicago, Illinois

ADVERTISING EXECUTIVE

14½ years experience print, Radio, TV, outdoor, collateral adv. for consumer, industrial, co-op campaigns. Thorough knowledge copy, layout, media and all phases of marketing. Now with ad agency on 7,000,000 account. Mktg. degree, late thirties.

Box 3721, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

RESIDENT PRODUCER - NEW YORK
RADIO-TV • VIDEOTAPE • FILM

Well established producer-director and associates will handle all or part of media production for out-of-state agencies.

Box 3697, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

A WELCOME MAT
FOR AN AD MAN WITH BILLING

Whatever billing you have, we'll treat it as a precious commodity, and give it a good "home". We offer substantial benefits in return: a fast-growing, fully-recognized agency, art and production "know-how" to satisfy your clients, enrollment as a vital member of our organization of "pros" with a fair and sound business arrangement. We handle some bigger accounts but we encourage small billing. Write in confidence.

Box 3635, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRINTER OFFERS . . .

7% commission on all work we get through your recommendation. Reliable, fine quality letterpress and offset.

Box 3720, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

ENGINEERS AT THEIR HOME ADDRESS

Over 100,000. Select by types. On Speed-aumat Plates. Lowest rates. **DMR Advertising, 4617 Red Bank Rd., Cincinnati 27, O., BR 1-3200**

COPY CHIEF

Thoroughly seasoned man with both creative ability and administrative experience. Supervise 4-person department in leading Midwest agency outside Chicago and write copy for key accounts. Unlimited opportunity for growth. Our employees know of this ad. Write, giving full details and salary requirements. Box 205, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois

ADVERTISING RESEARCH SUPERVISOR

4A Chicago agency needs researcher who can master-mind himself and others in the design, execution, analysis and reporting of a variety of consumer projects — including ad tests, motivation studies, product-use tests, etc. Experience in commercial research and a graduate degree in Social Sciences are mandatory. This job is for a professional —our clients have some of the sharpest research people in the business. Salary depends on the individual. Write Box 200, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT

Coopers, Inc. (Jockey Sportswear, Hosiery, Underwear) has an opening for a young man to operate as assistant to the Advertising Manager. The person we need has managerial potential, creative judgement and possibly soft goods experience. Industry leadership and aggressive management makes this position a perfect spot. Reply in writing to **Advertising Manager, Kenosha, Wisconsin.**

ACCOUNT EXECUTIVE

Mid-west advertising agency has an immediate opening for an account executive with airline experience. He must be creative in his thinking and analytical in his judgement. We prefer a married man 30-45 years of age with at least 10 years agency experience. Salary is open to the right man and we offer many company benefits. Send resume and recent photo along with salary desired to Box 206, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

If you're ready to be an

ADVERTISING AND SALES PROMOTION MANAGER

for a young, expanding convenience food company, and you have

- experience, especially on the sales promotion side.
- knowledge of food retailing and/or distribution.
- training or experience in basic market research techniques.
- long-range general management aptitudes and ambitions.

and you are willing

- to work hard to test, and help carry out your own plans.
- to let your future compensation depend upon results achieved.

then mail a complete business and personal resume to:

Director of Marketing,
EVERSWEET CORPORATION
7750 West 47th Street
Lyons, Illinois

SALES EXECUTIVE OUTDOOR ADVERTISING TO $18,000

Upper Midwest sign and poster operation is expanding its business and needs an experienced outdoor sales manager with a record of success. Prefer a good formal education—age 32 to 45. Will start $15-$18,000 with top management opportunity. Write: Box 207, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

MANAGING EDITOR

We are the number one industrial publication in an exciting and challenging field. The man we want will be a top flight professional capable of handling a 3200 pages a year monthly. Considerable business paper experience in an absolute must. A scientific or engineering background preferable . . . but not necesssary. Excellent starting salary. Future unlimited. Send complete resume including current salary to:

Box 201, Advertising Age,
630 Third Ave., New York 17, N.Y.

INDUSTRIAL

New York agency looking for a many faceted advertising man—someone with a technical background, a lively imagination and the practical know-how to make the best use of both. He's needed for a key account. Salary $15,-000 plus. There are attractive future rewards. You can reply in confidence, to:

BOX 189, ADVERTISING AGE
630 Third Ave., N. Y. 17, N.Y.

If sports are your dish...

and you're a talented, creative writer who's always longed to write sporting goods copy . . . we have a job that's right down your alley. Requirements: solid agency experience, proved writing ability, a knowledge of competitive sports. Contact ability desirable. Reply with complete resume and salary required.

Box 192, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

CREATIVE MAN—WHO LIKES CLIENT CONTACT

We're a relatively small AAAA agency by New York or Chicago standards, but in New England we're the second largest agency in our area, and number one in creativity (measured by a wall-full of awards in our client room).

We have room for another seasoned man (under 40) to join our team of creative account men. As such you'll write most of your own copy, radio, television, print and/or collateral; be your own account man—and draw on the best damned art, production and broadcast departments in any agency!

We serve diversified accounts that range from banks to sporting goods . . . from utilities to notions . . . from industrial fasteners to finishing compounds. Our industrial, consumer and trade accounts comes in all sizes—from $40,000 to $250,000 a year. We operate as a team, doubling in brass if need be, to do the best possible job for our clients. The living is pleasant in our town and your money will go a little farther. And although we work hard, This is no salt mine.

You'll get a healthy starting salary, free life insurance, rapid and substantial increases and a chance to earn stock participation if you measure up to our admittedly high standards. Write me full details (in confidence, of course) and you'll be talking to the president.

President, Box 204, Advertising Age
630 Third Avenue, New York 17, New York

Our continuous growth has created an urgent need for

RADIO/TV WRITER

. . . a top-notch man or woman. Agency-experienced, well-grounded in advertising and selling. *Ladies note:* we don't impose a salary penalty on a gal. If you can do a man-sized job, you'll draw man-sized pay.

RADIO/TV PRODUCER

. . . a man who has proven production ability in live TV, film and recording studios can find a place on our creative team servicing a variety of national and regional accounts. A real opportunity for a live wire.

Call or write Radio/Television Mgr.

R. JACK SCOTT, INC.

51 E. Superior St., Chicago. WHitehall 4-6886

TRIPLE THREAT MAN

Aggressive young executive seeking change to greater opportunity. 11 years' experience in advertising, sales promotion, public relations. Proven planning, writing, organizing ability plus top training in business administration (MBA degree). Can handle department or serve as right hand to top man. Low 5 figure salary. For resume, write

Box 202, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, ILL.
CEntral 6-5670

ATTENTION CHICAGO EMPLOYERS!

Well screened qualified men *NOW* available
Ad and Asst. Ad Managers
Acct. Execs.—Jr. & Sr.
Art Directors
Magazine Space Salesmen
Magazine Production Men
Copy Writers

Phone **FRED JOHNSON**

DOROTHY DOCKSTADER
Employment Consultants
64 E. Lake St. RA 6-6167

COMMUNICATIONS SPECIALIST DESIRES POSITION.

Public relations, advertising, newspaper, university journalism teaching, industrial editing, communications background. Salary should be good. Must be West Coast. Write: **R. H. 1140 Magnolia, Gardena, California.**

Adv. Reps. wanted for leading national real estate monthly. Most cities, states open. Page rate $600. Write Publisher, NATIONAL REAL ESTATE INVESTOR, 43 W. 61st St., N.Y. 23, N.Y.

EXPERIENCED COPYWRITER

We need someone who has the experience, talent and leadership ability to be the senior copywriter in a four man copy group. Experience should include work for an agency in the area of the food, agricultural and consumer services. Our copywriters work closely with our art staff and are given every opportunity to contribute toward good visual presentations. We are a medium sized 4A agency located in the midwest offering complete agency service to our clients. If you are interested in more information please send us a letter of application and a brief resume as the first step.

Box 203, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

I SEEK A PUBLISHER

who offers a future; who has a place in the east for a salesman with 15 years experience with business and trade publications (not to be confused with superficial space selling). That publisher will acquire constructive thinking, management background, adaptability plus proven capabilities in sales promotion and presentations based on perceptive research. Currently employed with a five figure income. Replies in confidence.

Box 194, Advertising Age
630 Third Ave., New York 17, N. Y.

TOP CALIBER SPACE SALESMAN GETS RESULTS

- leading salesman in every market
- upon record, moved up to sales-VP
- promoted to publisher of top publishing firm
- personal characteristics geared to high caliber creative sales

Youth favors new growth—desires change to progressive publisher.

Box 197, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

DON HARRIS NEEDS:

(**SPECIAL NOTE:** Don't ask Don, for example, to convert you from a piano sales promotion writer to a food AE. Some employers might, but wouldn't want Don to try it. But a toiletries brand manager might become a cigarette AE. One did, because—before and after—he was concerned with drug and grocery stores.)
AE, foods, national-brands experience. Grass-roots understanding of marketing, including promotions $20M
AE, fire and casualty insurance. TO $15M
TV-RADIO WRITER. Consumer. Important-account experience. Man who's had some but not enough chances to write freshly $14M
COPY-CONTACT, thriving smaller-city agency. Will work with agency principal. Can be in 20's if has promising samples. Midwest $7500
RARE "GLOWING JUNIOR", TV-radio. Will swap provable potential in thinking, writing, visually—plus academic broadcast training—for wide-open growth opportunity. SW $6000

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

available . . .
thinking, working type ADVERTISING MANAGER

solid administrative and creative experience planning, organizing, executing, evaluating policies, programs, budgets consumer products including petroleum. TV, radio, newspaper, outdoor, farm paper, co-op program, sales meetings, dealer helps. Worked with hundreds of retailers, wholesalers several classifications. Works well with top management and agencies. Now with a "first 300" corporation. Two positions, thirteen years. Family, 38, top references. $14-18,000 depending on location. Contact Box 173, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING AGENCY OPPORTUNITY FOR INDUSTRIAL COPYWRITER

Long-established New York City 4-A agency has attractive opening for seasoned copy contact. The man we're looking for understands industrial selling and technical copy. He can contact engineers and speak their language. He may now be with a large or small agency, or a manufacturer. Electronic or electrical experience desirable. Good starting salary with progressive increases. If you feel you qualify, send a full resume of your experience and personal data in strictest confidence. No samples, please.

Box 196, Advertising Age
630 Third Ave., New York 17, N. Y.

CHICAGO EMPLOYERS!

We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

Professional, Sales and Clerical Office
Illinois State Employment Service
73 West Washington Street
Financial 6-3960

ACCOUNT EXECUTIVE WITH MIDWEST ADVERTISING AGENCY

Account Supervisor of a fast-growing agency ($12,000,000 now) needs an A/E assistant. Must be a topnotch advertising and merchandising man. Food experience required—packaged goods, dairy products or candy preferred.
If you would like to live and work in a pleasant community outside a large metropolitan city—to join a young, vigorous, employee-owned agency, write giving full details, including background and salary requirements. Letter and following interview will be in strict confidence.

Box 198, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Shirley Walker, 79, Agency Proprietor, Exec Since '04, Dies

SAN RAFAEL, CAL., May 10—Shirley Walker, 79, retired agency pioneer and former president of the San Francisco Advertising Club, died May 4 at his San Anselmo home.

Mr. Walker, a native of San Francisco and a 1902 graduate of the University of California, founded the Theta Delta Chi fraternity. He opened his own advertising agency in 1904 and over the years this merged with other agencies.

When he retired, three years ago, he was treasurer and vp of Evans, McClure & Associates, San Francisco.

GEORGE McGARRETT

NEW YORK, May 10—George F. McGarrett, 53, a program supervisor with Lennen & Newell, died May 5 in New York Hospital.

Mr. McGarrett, who joined Lennen & Newell in March, 1959, previously had been with National Broadcasting Co. for nine years. At NBC he was credited with having formed the network's first tv production unit for the two-and-one-half hour Saturday night block which comprised the "Jack Carter Show" and the "Show of Shows." Subsequently he became producer of NBC's "Perry Como Show."

He began his broadcasting career at Columbia Broadcasting System, where he was commercial program manager. Later he served Young & Rubicam as a program manager of the radio department and plans board member.

COL. F. O. BRITTON

CINCINNATI, May 10—Col. Frederick O. (Boots) Britton, 54, vp of Rutledge Advertising Co., St. Louis, died May 8 in Good Samaritan Hospital.

After attending Miami University and the University of Cincinnati, Mr. Britton joined Kroger Co., where he rose to the position of meat sales and training director.

During World War II, Col. Britton was responsible for establishing Army post exchanges throughout the world, for which he received the Legion of Merit. After the war, he became a consultant on meat merchandising and advertising problems.

He served as a vp of McCann-Erickson, Chicago, from 1953 until Jan. 1 of this year, when he joined the Rutledge agency.

CLARENCE F. CHATFIELD

MILFORD, CONN., May 10—Clarence F. Chatfield, 84, senior sales representative of Fifth Avenue Bus Advertising, New York, died here May 3 at the home of his son, George G. Chatfield. He had been active until three weeks before his death.

Mr. Chatfield had been with New York Motor Coach Advertising for many years before it merged with Fifth Avenue Bus Advertising in 1958. Previously he had served in transit advertising with Barron Collier. Still earlier he had been in the advertising phase of the newspaper business.

DUSTIN S. LUCIER

MARLBORO, MASS., May 10—Dustin S. Lucier, 73, publisher of the *Marlboro Enterprise* and the *Hudson Sun* for 35 years, died May 8 after a long illness. Mr. Lucier also had been associated with newspapers in Montpelier, Vt., and Northampton, Medford and Boston, Mass.

HOME FOR SALE
Park Forest, Illinois

Built 1955. 5 bedrooms, 2 baths, large family room, brick enclosed patio, 2 car garage. Ideally located for schools, shopping, bus and IC transportation. 40 minutes to Loop. $28,900. Write: **Howard Gorman, 9701 Manor Road, Kansas City 15, Mo.**

ATTN: LEO BURNETT

This copywriter is keen to strike sparks in your crackling creative climate. Male. Now working. Plenty know-how. (Got a great idea for Marlboro, for Pillsbury, too!) Box 195, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING EXECUTIVE

Deep experience with leading agencies and advertisers in marketing durable goods. Solid accomplishments on blue-chip automotive, petroleum, appliance, outdoor power equipment accounts. Excellent administrator. Creative. Strong merchandising background. Available soon. Write for complete resume.

Box 187, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER SEMI-TECHNICAL

Four or five months special assignment producing operating and service manuals for line of office equipment. Full time at main office New York City. Call **Mr. Gates, DI 9-2270 or write Thomas Collators, Inc., 100 Church St., New York City.**

AIR-CONDITIONED OFFICE MIDTOWN NEW YORK

Business paper publisher has 2600'-3000' for sublease. Ideal layout for small publisher or branch sales office. Furnishings available; also could provide certain general office services. Write:

Box 168, Advertising Age
630 Third Avenue, New York 17, N. Y.

Our 49th Year

ACCOUNT EXECUTIVE, know food merchandising ..... to $25,000
INDUSTRIAL COPYWRITER 10,000
ASST. ADVERTISING DIR., consumer products 15,000
SKETCH DESIGN ARTIST 6,500
COPY-CONTACT MAN, know electronics 8-10,000

MANY MORE — MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

WE COVER OUR OWN OVERHEAD! WHAT IT TAKES TO RUN OUR BUSINESS IS OUR EXPENSE—NOT YOURS!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 MEMBERS

APR

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 177,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____

My Name _____

Street _____

City _____ **Z** **State** _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

BRAINPOWER

One race we won't lag in—if Advertising can help it.

In this space and missile age our nation's brainpower is its one most vital resource. But making the most of our brainpower means getting the most from our colleges and universities. That's why your Advertising Council conducts a certain multi-million dollar advertising campaign. It's called "Aid to Higher Education." It could just as well be called "Fight to Survival." Advertising's job is to see that we never forget this. Proud of Advertising? You should be.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

ABP CONFERENCE—*Present at the spring conference of the Associated Business Publications in Hot Springs, Va., were Donald C. McGraw, Wallace E. Traendly and Angelo R. Venezian, all of McGraw-Hill; Mr. & Mrs. William Littleford, Billboard, (newly elected ABP chairman); P. C. Lavinger, Petroleum Publishing Co.; Randolph Long, Materials in Design Engineering; John E. Slater, Fleet Owner; Mr. and Mrs. Thomas B. Haire, Haire Publishing Co., and Mr. and Mrs. James B. Kobak, J. K. Lasser Co.*

Proposals for Methods of Improving Business Paper Research Told to ABP

(Continued from Page 1)
to haunt publishers at an accelerating rate.

■ Harry L. Waddell, of McGraw-Hill, chairman of the ABP sales development committee, summed up the general outlook for the business paper publishing field in a statement at the closing session: The general economic climate for industry, and therefore for the advertising and business press, is excellent. Not only are most usual economic indicators favorable, but the peculiar present age structure of the population—such that the working group from 21 to 44 will show the smallest relative gains of any age segment during the present decade—means that there must be accelerated capital expenditure per worker, he said.

By 1970, he said, the capital investment per worker in industry will probably reach $30,000, in contrast to the current figure of about $18,000 and the 1950 figure of about $10,000. In addition, he said, there are certain to be vast increases in expenditures for research and development. Expenditures in this area were about $2 billion in 1945 and $5 billion in 1953, he said. Currently they are running at a rate of about $12 billion, and by 1970 they will probably be $23 billion.

■ But, Mr. Waddell continued, there are three basic sales resistances which business publications, particularly in the industrial field, must meet. The first is the fact that increasing demands for technological skills, especially in new industrial areas like electronics, are tending to bring to top and middle management posts more technologically trained people than has been the case in recent years. These people tend not to have the intuitive understanding and appreciation of marketing, selling and advertising which presently exists in many management situations; they are much more inclined than their predecessors to challenge the economic functions and value of selling and advertising.

"We need simple research which will help demonstrate the value and importance of selling and advertising as business functions to this kind of technically oriented management," he said.

■ The second area, Mr. Waddell said, consists of finding some solution to the resistance of advertising agencies to spending the kind of time and money it takes to produce really good business paper advertising. Some methods must be found, he said, without elaborating, of getting agencies better compensation for their work in creating such advertising.

The third area, he said, is the problem of keeping business papers' customers aware of the improvements in presentation and content which good business papers are making.

The ABP publishing management committee told the membership that it "has long felt that some definite action should be forthcoming from the publishers themselves" in the area of improving publishers' research. It recommended that ABP establish a standing research committee and also submitted a detailed "preliminary proposal" for "checkpoints for sound advertising and marketing research."

■ The latter took the form of an eight-page printed brochure embracing a number of questions which should be asked about all research, covering the three areas of (1) technique employed, (2) reporting and presentation of results and (3) conclusions and interpretations drawn.

Emphasizing that the suggested checkpoints are not "standards," since there are no incontrovertible standards, the committee also said they are not intended as a research straitjacket, but that "supplying the answers to the questions contained in this outline provides the user of the survey with helpful facts about the study that will enable him better to evaluate and, perhaps, erase doubts or fears he may have with respect to the technique and the resulting conclusions drawn."

The committee suggested that the proposed permanent ABP committee on research make it its first task to revise or approve the preliminary form. But it said that in the meantime no harm would be done, and great good might result, if members provided answers to the checklist questions in any research they produce. Questions deal with sample, methods used, disclosure of all pertinent facts, logical reporting and presentation of results in unbiased fashion and care in presenting conclusions and interpretations.

■ A bid for the Industrial Advertising Research Institute to become an active instrument in assessing and evaluating business publication research was made at the meeting by Joseph E. Bachelder, managing director of the institute.

He proposed a "guide to good practices" in publications research, covering good practice in the collection and analysis of data, and added:

"A further possible step would be to have an organization like IARI provide a critique of a research project. This would be a set of specific questions raised about a specific project. The publisher could print these questions and his answers to them with the report. This would mean that a planned project would have been submitted to the institute and that it had studied the proposal and raised certain questions or made certain comments. The plan has been approved by the trustees of the institute, but its actual availability awaits the growth of the institute to the point where it can add staff to provide time for such critiques."

■ Before the report is put in final form, Mr. Bachelder suggested, it might be pre-tested on a panel "selected by an association or group of associations, or by the institute. The institute's plan would be to select a panel of eight or ten advertising or agency men in each industry group. The names of the ten would be known, but the three or four from the panel to evaluate a specific project would be known only to the institute."

In addition, he suggested a mechanism for handling complaints and grievances concerning research, with perhaps a once-a-year report or tabulations of criticisms and complaints being issued. The institute could probably undertake this task also, he said, if it were asked to do so.

On Monday the association devoted most of its time to reports of various committees, and on Tuesday circulation problems and methods were discussed, along with the special problems of merchandising papers and a discussion of employe benefit programs.

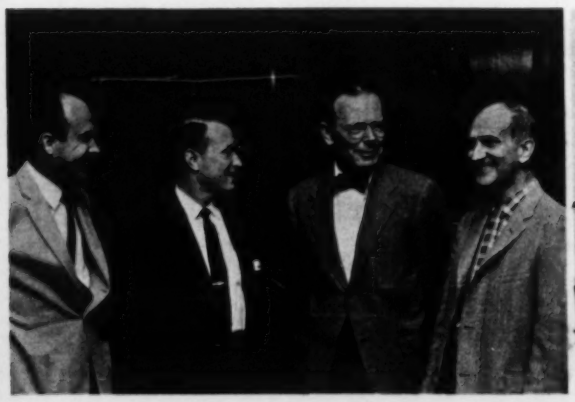
■ In addition to making its report, the legislative committee, headed by William P. Winsor, of Reinhold Publishing Corp., invited Edwin A. Riley, director of the postal services division of the Post Office Department, to an informal session at which he discussed postal regulations and pending problems. Mr. Riley emphasized that there are no real ground rules at present governing second class matter, that the basic law, passed in 1879, contains material which is largely inapplicable, and that the department hopes to lay down ground rules which will be generally acceptable and will provide a foundation for reasonable operation. "What we really need," he said, "is a new law."

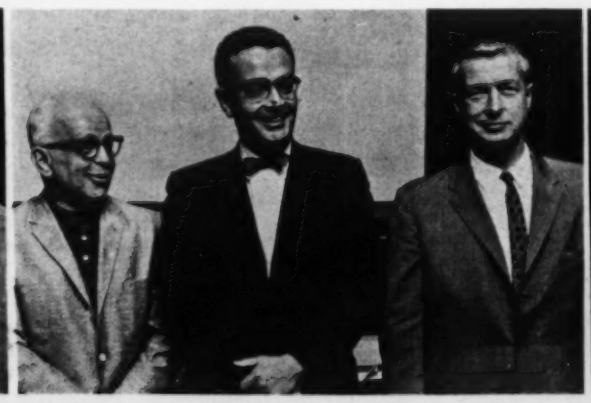
■ A detailed presentation on physical format and appearance of business papers was given by John Peter, expert on presentation techniques who emphasized that there is considerable room for improvement in the physical appearance of most business papers. "Most of your papers are doing a far better editorial job than is evident from looking at them," he said.

Gene Wedereit, director of advertising and pr of Chemetron Corp., Chicago, and chairman of the business papers committee of ANA, told the ABP that the status of industrial advertising and of business publications has improved enormously in the 35 years he has been in the business.

■ He reviewed the work of the ANA committee and of the business paper publishers committee—a group of six ABP members, six members of National Business Publications, and six representatives of audited business papers not affiliated with either organization and told the six projects which the ANA and publisher committees are working on:

1. Fostering circulation audits and improving their usefulness.
2. The development of a better understanding of business paper advertising—a project which may ultimately evolve as a book, film, or series of workshops.
3. A bibliography of studies of the impact of business papers on





CONFEREES—*Relaxing between sessions at the Associated Business Publications spring conference were Edward L. Henderson, Business News Publishing Co., reelected ABP western vp; Richard L. Webber, Automotive News, elected ABP director; Clifford S. Bailey, Motor, elected ABP secretary; George H. Greeley, Packer Publishing Co., elected a director; Leo Williams, past ABP chairman and chairman of the nominating committee, and Edgar Fairchild, ABP director, both of Fairchild Publications; William B. Littleford, Billboard, new ABP chairman; Philip D. Allen, Maclean-Hunter, retiring ABP chairman; William C. Dudley, Gulf Publishing Co., elected a director; William B. Freeman, Miller Freeman Publications, elected 1st vp, and George H. Lockwood, Lockwood Trade Journal Co., eastern vp of ABP.*

buying decisions.

4. Evaluation of merchandising services offered by business publications.

5. A study of research reports offered by business publications.

6. A study of business paper circulation and rate trends.

■ Mr. Wedereit said, "So much is being done to step up the stature of business paper advertising . . . it would be hard to imagine an economy without business, trade or professional journals." But, at the same time, he said, "There are some questions in the minds of advertisers who use those business papers, some basic questions that may be entirely unanswerable.

"For instance, the increasing number of business papers—is such expansion a help or a hindrance to the advertiser? . . . The question is raised about newcomers to old fields, where it seems that saturation points in circulations have already been reached.

"Is there a sensible limit to the fine definition of specialization developing in the business paper publishing field? Is boycott of advertising pages of any publication for reasons of peculiar practice considered restraint of trade? Or is it stifling progress? Is it considered unmoral for a business paper publisher to accept advertising completely contrary to his established format? Or is it open season for gatefolds, die-cuts, pop-ups and books within books? What can be done, if anything, about special issues, directory annuals, premium positions? What about invoices for engravings in new products sections?

"What about more editorial contact with the advertiser? And finally, how about better training of sales representatives?"

■ Elected chairman of the ABP board was William D. Littleford, president of Billboard Publishing Co., New York. He succeeds Philip D. Allen, president, Maclean-Hunter Publishing Corp. of the U. S.

William B. Freeman, president of Miller Freeman Publications, San Francisco, was named 1st vp; Robert F. Marshall, exec vp., F. W. Dodge Corp., 2nd vp; Clifford S. Bailey, publisher of *Motor*, secretary, and Charles E. Whitney, president, Whitney Publications, was re-elected treasurer.

Harry T. Martindale, West Coast director of Fairchild Publications, Los Angeles; Edward L. Henderson, president, Business News Publishing Co., Detroit, and George E. Lockwood, president, Lockwood Trade Journal Co., New York, were elected western, midwestern and eastern vps, respectively.

New directors named include Robert U. Brown, *Editor & Publisher;* George H. Gurley, Packer Publishing Co.; Charles B. Bear, *Architectual Forum;* William G. Dudley, Gulf Publishing Co.; Edgar W. B. Fairchild, Fairchild Publications; Charles H. Hashagen, Lebhar-Friedman Publications, and Richard L. Webber, *Automotive News.*

■ In his annual report to members, ABP's president, William K. Beard called for a revival of "the oldtime publishing religion that charted the business press on its road to greatness.

"We in the ABP pride ourselves on stout publishing performances," he said. "Then we look over the fence and see a lot that doesn't generate much pride or gratification. We see the business press swarming over with numbers game boys. We see the fast-buck operators. We see publishing we might, in a burst of kindness, call immature—well enough intentioned, perhaps, but not very professional or very competent. We see association-owned papers, reveling in their tax sanctuary, soaring in number and in competitive aggressiveness. We see carryovers from a primitive publishing era indulging in editorial puffery and rate deals.

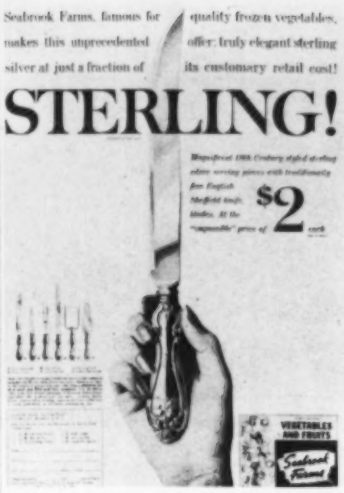
"These publications live on advertising patronage or pap—dollars siphoned from topflight papers. . . They downgrade our medium—crowding and muddying the publishing waters in which the good paper is navigating."

■ ABP membership is at an all-time high of 166 publications, Mr. Beard reported, the latest addition—*California Stylist*—having been approved by the ABP board just prior to the meeting.

The publishing management committee's report on the financial operations of member papers for 1959—supplemented this year with comparable figures for publications which belong to National Business Publications—showed 228 publications making a strong comeback in 1959 from relatively low levels in 1958.

Advertising page volume was up 4.1% for 1959, compared with 1958, and net revenue per advertising page rose 2.9%. Only seven out of ten reporting publications, however, operated profitably in 1959—at slight drop from the previous year—and less than half the publications with volume under $200,000 were in the black. Profitable publications showed an increase of 12.9% in net before taxes for the year.

■ The cost report, prepared by J. K. Lasser & Co., also analyzed budgets of ABP members for 1960, showing an over-all anticipation of a 2.6% increase in advertising pages for this year compared with last, and an expected increase in advertising revenue (including increased rates) of 9.9%. #


Seabrook Farms, famous for quality frozen vegetables, makes this unprecedented offer: truly elegant sterling silver at just a fraction of its customary retail cost!
STERLING!
$2
VEGETABLES AND FRUITS
Seabrook Farms

STERLING OFFER—*To capitalize on the June bridal season, Seabrook Farms will take newspaper ads in 56 markets to offer sterling silver serving pieces for $2 apiece plus a wrapper from a Seabrook frozen vegetable package. Smith/Greenland Co., New York, is the agency.*

NAB Names Tower VP for Television

WASHINGTON, May 12—The National Assn. of Broadcasters has promoted Charles A. Tower to vp for television, succeeding Thad H. Brown Jr., who is resigning.

Mr. Tower has been manager of broadcast personnel and economics.

In other NAB adjustments, Vincent T. Wasilewski, formerly director of government relations, has been designated director of an expanded government affairs staff, which includes NAB's legal department.

Howard H. Bell has been named director of industry affairs, with responsibility for engineering, public relations, personnel and economics, station relations and organizational services.

Everett E. Rivercomb continues as acting administrator of NAB pending selection of a successor to the late Harold E. Fellows. #

CBS 1st Quarter Earnings Drop

Columbia Broadcasting System, New York, has reported a consolidated net income for the first quarter of 1960 of $6,829,367, slightly below the $7,032,686 recorded for the first three months of 1959. Net sales for the first quarter, 1960, were $121,077,729, 9% above the $111,052,290 for the corresponding 1959 period. The slight decrease in net income despite the rise in net sales was attributed by William S. Paley, chairman of the board of CBS, to an intense campaign to secure more subscribers to the Columbia Record Club.

Change TV to Get Better TV, Hutchins Says

CHICAGO, May 12—Robert M. Hutchins, president of the Fund for the Republic and former chancellor of the University of Chicago, sets forth his proposals for raising the standards of television in the May 14-20 issue of *TV Guide.*

Mr. Hutchins makes it clear that most of all he favors "an independent, continuing agency" which would keep an eye on the doings of all mass media. Such an agency, he believes, would help limit or change the trend to appeal to people's baser nature. "It could at least remind us that we are being corrupted; it could point out periodically the rate and the extent of the corruption, and its prestige might be such that advertisers and broadcasters might exercise greater restraint in their appeal to our worst nature."

■ However, he says such an agency might not be able to do much "within the framework of a system aimed at selling the most goods to the most people." He goes on to suggest five alternative systems involving "alternative financing and control."

1. A "magazine" system, in which the "owners" of television "sell" the program content to the viewers and sell advertising "space" to advertisers, keeping the two apart.

2. The industry "sells" the entertainment directly to the public that wants it, as motion picture producers sell their entertainment, the box office determining what is produced. "The test of a successful commercial motion picture is not whether it sells millions of pads that wipe off perspiration, but whether millions of people want to see it."

3. A "cultural" subscription television in which a Book-of-the-Month-Club type entrepreneur offers "culture" on tv to those who want it.

4. Better financing of "educational" stations, with more help from philanthropic organizations and with permission from the FCC for these stations to charge for their services.

5. A public network, financed by the government, that would seek to raise rather than lower standards and which would be protected from "abuse by politicians." "We have got to get over our undemocratic fear of our government," Mr. Hutchins comments. "This might be a good time and place to begin." #

Four A's Develops Model Rate Card for Radio, TV Stations

The American Assn. of Advertising Agencies, New York, has issued a model rate card for radio and tv stations. Developed by the Four A's committee on broadcast media, the new form was designed to establish a uniform style of presenting rates, mechanical requirements, and terms.

The model card first lists such data as personnel, facilities and commission allowances. This is followed by rates of announcements according to four time classifications. It also lists rates for package plans, participating programs and full program sponsorship. The Four A's designed the new card, in cooperation with the National Assn. of Broadcasters and the Broadcast Advertising Bureau, to replace forms issued for radio by NAB in 1946 and for tv by the bureau in 1950.

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

DO YOU MAKE THESE COMMON MISTAKES

in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 54 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 39 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Plymouth's XNR "idea car" featuring off-center styling

A dream car? Not really! It's typical of the forward vision that characterizes the automotive industry. The car you are driving today was considered of the "dream" variety a few short years ago. Today—it's a reality!

And behind this "reality" of production lies millions of dollars in invested monies—and profits to hundreds of automotive industry suppliers. Suppliers of equipment, metals, fabrics, plastics, rubber materials and countless other products in both the car and truck dealerships and the Original Equipment Market.

What share of this spending did your company get last year? What share of it will your company get this year? The answer very much depends on how well your company—and its products—is known to the automotive men who make the buying decisions.

The best way to tell your sales story—and make it stick—is by advertising in the one weekly newspaper of the industry—AUTOMOTIVE NEWS. 43,000* of these influential buyers keep abreast of industry trends every week in AUTOMOTIVE NEWS—as they have for the past 35 years.

Start today to become a growing part in the future of the automotive industry—advertise regularly in AUTOMOTIVE NEWS.

**43,000 paid subscribers, 85% of whom annually renew their subscriptions at the regular $9 rate. They're offered no premiums, cut-rates or special inducements.*

REPRESENTATIVES

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

ABC ABP

The most influential publication in the automotive industry.

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

Top Cars

Survey Finds Sales and Profits Improved

Market Strength Cheers Dealers

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker